



TRADE NEWS

2 COPIES X-H

May 1, 1959

NBC-TV'S FLEXIBLE SALES PATTERN ACCOMMODATING SMALL ADVERTISERS
WILL SET SIGNIFICANT TREND ON ALL NETWORKS IN NEXT 10 YEARS,
NBC'S HUGH M. BEVILLE JR. STATES AT A.F.A. CONVENTION

Hugh M. Beville Jr., Vice President, Planning and Research, National Broadcasting Company, predicted today that the NBC Television Network's flexible sales pattern which accommodates the small advertiser will set a significant trend on all networks in the next ten years.

Speaking at the 4th District Convention of the Advertising Federation of America in St. Petersburg, Fla., Mr. Beville cited the participating sponsorship pattern of "Today" and "The Jack Paar Show" as a means "to give the sponsor with less than a million-dollar budget an opportunity to use our medium.

"I don't mean to suggest," he continued, "that the participating format is NBC's only means of accommodating the small advertiser." He pointed out that "one of the most spectacular successes of recent years" was scored by the Alberto-Culver Company, which "undertook minimum sponsorship of programs in our daytime schedule during the 1956-57 season when the product, hair preparation VO-5, was unheard of. Alberto-Culver's expenditures on NBC-TV that season totaled \$500,000, were raised to \$1,250,000 the following year, and now have reached \$4,000,000 a year.

(more)

"In 1958," said Mr. Beville, "one out of four of our TV network sponsors was spending less than \$50,000 for gross time. And 94 advertisers -- more than half our clients -- spent under \$250,000 at NBC. So, you see, sponsorship by smaller budget advertisers is a considerable factor in our network operation. As I've shown, many of these buds will bloom into giant-size blossoms. What's more, we expect the use of network television by smaller advertisers to expand, and to become a significant trend on all the networks in the next 10 years.

"The full scale development of color will accelerate this trend by making television even more effective for advertisers in the textile and ready-to-wear industries for whom color is particularly important -- and increase the use of television locally by department and specialty stores."

In his address, titled "Television in the Soaring Sixties," Mr. Beville also discussed television tape recording, which he called "not only a cost-cutting tool but an instrument that greatly enlarges television's scope and flexibility as a medium of entertainment, information and advertising." As examples of video tape's varied uses, he cited the "Today" Paris origination, the maintenance of normal local scheduling during the Daylight Saving Time period, the increase in efficiency and flexibility which results from the pre-taping of certain shows, and the ability to present taped repeats of outstanding live network shows.

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NBC-New York, 5/1/59

CHANGE IN BOB HOPE'S ROLE ON "EMMY AWARDS" TELECAST

Bob Hope will make his scheduled appearance on the "Emmy Awards" program Wednesday, May 6 (NBC-TV Network 10 to 11:30 p.m. EDT), but only to accept the Trustees' Award which has been voted him by the Board of Governors of the National Academy of Arts and Sciences. Hope, originally scheduled to be the initial presenter of the Emmy Awards was advised by his doctors not to participate to the extent he had intended. His comedy monologue at the top of the show therefore has been eliminated.

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HUGH DOWNS HEADS MENTAL HEALTH CAMPAIGN IN NEW YORK STATE

Hugh Downs has been appointed chairman of the 1959 Mental Health Campaign to be conducted in May throughout New York State.

Downs is emcee of the NBC-TV Network's "Concentration" and announcer on "The Jack Paar Show" and a communicator on the NBC Radio Network's "Monitor." He is an active volunteer on the Citizens' Advisory Group for Mental Hospitals and Schools, chairman of the Group's Task Force on Volunteer Services and a member of the Board of Directors of the Manhattan Society for Mental Health.

Recently Hugh Downs was responsible for setting up a small, closed circuit radio station at Wards Island State Mental Hospital in New York. Piped throughout the hospital, it broadcasts news, variety shows and disk jockey programs which are staffed by the patients. Downs works with the patients on the project, which has become one of the most popular methods of occupational therapy and recreation.

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NBC TELEVISION NETWORK



NEWS

May 1, 1959

Attention, Sports Editors

RECORD TOTAL OF 420 HOURS OF SPORTSCASTS SCHEDULED
IN 1959 BY NBC-TV NETWORK--40% GAIN OVER 1958

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Title Events and Other Features Covered in 9 Sports

A record total of approximately 420 hours of sportscasts will be offered the nation's sports fans during 1959 by the NBC Television Network, according to NBC Sports Director Tom S. Gallery.

This is the most extensive sports schedule offered by any network in the history of television, Mr. Gallery said, adding that it represents an increase of 40 per cent over the 1958 sports lineup.

The varied sports menu served by NBC-TV includes baseball, basketball, bowling, boxing, football, golf, horse-racing, tennis and track.

Every Saturday afternoon throughout the year and almost every Sunday afternoon has a sports telecast -- either baseball, basketball or football, depending on the season. Boxing is a regular Friday night "Gillette Cavalcade of Sports" feature.

In addition to these weekly series, NBC-TV presents numerous championship attractions. Among them are the World Series, the National Football League Championship game, the Davis Cup Challenge

(more)

2 - 1959 Sports

Round, the National Singles Tennis Championships, the National Open Golf Championship, the National Invitation Basketball Tournament championship game, the World Invitational Bowling Championship and world championship boxing bouts.

Other 1959 sports TV highlights include the Rose and Sugar Bowl classics, the All-Star Baseball Game, a United States-Russia dual track meet, National Basketball Association playoff games, the NBA East-West All-Star Game, Hialeah racing, the Army-Navy football battle and East-West, Blue-Gray, Senior Bowl and Pro Bowl post-season football contest.

Every season promises exciting viewing for the sports fan.

NBC-TV launched 1959 with a New Year's Day gridiron festival -- the Rose Bowl and Sugar Bowl games -- followed in the next two weeks by the Senior Bowl and Pro Bowl games. Basketball filled the Winter weekend bill -- college teams on Saturdays and the high-scoring professionals on Sundays. Seven weeks of "Racing from Hialeah," the NBA East-West Game and a filmed series of women's bowling matches were other Winter features.

The Spring sports schedule has "Major League Baseball" telecasts each Saturday and Sunday (blackout in major league markets); the windup of two major golf tournaments, the Tournament of Champions in Las Vegas in April and golfdom's number one event -- the 59th annual National Open Championship -- at Winged Foot Golf Club in Mamaroneck, N. Y., on Saturday, June 13; and two championship fights on successive Fridays -- the Jordan-Akins welterweight bout (fought April 24) and the Patterson-London heavyweight clash May 1.

Baseball continues through the Summer months. In addition to the weekend games, the 26th annual All-Star Game at Forbes Field,

(more)

3 - 1959 Sports

Pittsburgh, comes up Tuesday, July 7. Another special Summer treat will be the United States-Russia track meet at Franklin Field, Philadelphia, on Sunday, July 19. Two top tennis attractions, the Davis Cup Challenge Round and the National Singles Tennis Championships, will be covered the last weekend in August and Sept. 12-13, respectively, at the West Side Tennis Club in Forest Hills, N. Y.

Football bounces back onto the nation's television screens in September. NBC-TV again will be the only network presenting collegiate football this Fall, with nationwide telecasts slated on nine Saturdays and Thanksgiving Day, and regional telecasts in some sections on three other Saturdays. The schedule kicks off Saturday, Sept. 19, with last year's national champion, Louisiana State, playing Rice. The rest of the TV grid schedule will be announced later, but it is definite that the 60th annual Army-Navy clash on Saturday, Nov. 28, will be among the many choice attractions.

Fall also means World Series time. This will be the 13th consecutive year that NBC-TV has televised all the Series games. On Saturday, Oct. 3, a Series game and a nationally televised football contest will form a two-sport double-header on NBC-TV.

The following day, the peak audience for any sportscast during 1959 is anticipated for the Sunday game of the World Series. An estimated 60 million viewers in 24 million homes are expected to tune in.

October also marks the start of professional basketball "Game of the Week" telecasts, to be seen for the sixth straight year. They will be presented on both Saturdays and Sundays and will continue right through the Winter.
(more)

The Friday night "Gillette Cavalcade of Sports" series, which enters its 16th year on NBC in September and is the oldest continuous program on television, will present the men's final of the annual World's Invitational Match-Game Bowling Championship in December. The bowling tourney replaces the weekly boxing bout on that one Friday night (date to be announced).

Top bowlers compete on NBC-TV each Friday night on "Phillies Jackpot Bowling," following the boxing telecast. This show features the keggers rolling for strikes, with each week's winner returning the following week, and a jackpot prize awarded any bowler scoring six straight strikes in the nine allotted rolls.

Post-season football games wind up the extensive sports calendar for 1959. NBC-TV again will present seven post-season contests, including the Rose Bowl, Sugar Bowl, Senior Bowl and Pro Bowl games which launched the year's list of sportscasts. The other attractions, slated in late December, are the National Football League Championship game, the East-West Shrine Game and the Blue-Gray all-star game.

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NBC--New York, 5/1/59

ALAN SCHNEIDER NAMED DIRECTOR OF 'THE SECRET OF FREEDOM,'
FULL-HOUR DRAMA ARCHIBALD MacLEISH IS WRITING
FOR PRODUCTION OF THE NBC TELEVISION NETWORK

Alan Schneider has been named director of "The Secret of Freedom," the full-hour drama Archibald MacLeish has written for production by the NBC-TV Network, according to an announcement today by Robert D. Graff, the program's producer.

Filming of the drama, which deals with democracy's world-wide rivalry with communism, will begin late this month.

Schneider's talent as a director recently won him a \$10,000 grant from the Ford Foundation for his creative contribution to American culture. Well-known as a director in the theatre and in TV, he was recently represented on Broadway as director of "Kataki." He began his career as a director in Washington, D. C., where he won praise for his work at the Arena Stage and the University Theatre of the Catholic University of America. He has directed an impressive list of Broadway plays, including "Anastasia," with Viveca Lindfors and Eugenie Leontovich; "The Remarkable Mr. Pennypacker," with Burgess Meredith, and "All Summer Long."

He directed "The Skin of Our Teeth," starring Helen Hayes and Mary Martin; the London and Dublin companies of "The Trip to Bountiful," the off-Broadway production of Samuel Beckett's "End Game," and the New York City Center production of "The Glass Menagerie," starring Helen Hayes.

For TV he directed the "Omnibus" productions of "The Life of Samuel Johnson," with Peter Ustinov, and "Oedipus Rex," with

(more)

2 - 'The Secret of Freedom'

Christopher Plummer, as well as the "Kraft Theatre" production of "The Sea Is Boiling Hot." It was the latter play that was expanded to twice its original length for Broadway presentation as "Kataki."

The MacLeish drama, to be presented at a date to be announced, will be the first of two full-hour programs on democracy versus communism Graff will produce. Long regarded as one of America's leading poets, MacLeish is the author of more than a score of books of prose, verse, and verse plays. He has twice won the Pulitzer Prize in poetry. His play "JB," currently on Broadway, has established him as a major dramatist.

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NBC-New York, 5/1/59

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of May 10-16 (All Times EDT)

Sunday, May 10

7:30-8:30 p.m. -- "The Steve Allen Show" -- guests tonight are Anita Ekberg, Sarah Vaughan, George Tapps and his dancers, comedian Lenny Bruce and singer Tommy Prisco.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah's guests tonight are Steve Lawrence, Marge and Gower Champion and special guest Bob Cummings.

Monday through Friday, May 11-15

2:30-3 p.m. -- "Haggis Baggis" with Dennis James as emcee.

4-4:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

Monday, May 11

10-10:30 p.m. -- "The Arthur Murray Party" -- tonight, the International Dance Finals.

Tuesday, May 12

8:30-9 p.m. -- "The Jimmie Rodgers Show."

Wednesday, May 13

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen.

Note: "Milton Berle Starring in the Kraft Music Hall" tonight will be telecast in black and white only. Colorcasts of the "Kraft Music Hall Presents Dave King" will premiere in this time period May 20.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, May 14

9:30-10 p.m. -- "The Ford Show" -- Ethel Waters is Tennessee Ernie Ford's guest tonight.

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is emcee.

Friday, May 15

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat drama is "Breakout."

8-9 p.m. -- "Ellery Queen" -- Lee Philips, as the writer-sleuth, witnesses a "Dance into Death" tonight. Ballerina Tamara Geva and Morey Amsterdam are guest stars.

Saturday, May 16

8-9 p.m. -- "The Perry Como Show" -- Perry welcomes songstress Kay Starr as one of his guests tonight.

* * *

NOTE: Please add "Midwestern Hayride," a program of country music and variety, to the NBC-TV Network Colorcast Schedule for May. The program premieres Sunday, May 17 at 7 p.m. EDT, and will be colorcast Sundays thereafter.

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NBC-New York, 5/1/59



TRADE NEWS

2 COPIES X-H

May 4, 1959

CONTINENTAL BAKING COMPANY RENEWS HALF-SPONSORSHIP
OF 'THE HOWDY DOODY SHOW' FOR ANOTHER YEAR
ON THE NBC TELEVISION NETWORK

The Continental Baking Company has renewed for another year its half-sponsorship of the NBC Television Network's "The Howdy Doody Show," the oldest continuous children's program on network television, it was announced today.

The renewal, which marks the eighth year that Continental Baking has been a sponsor of the program, is effective June 13. It calls for the advertiser to continue sponsoring a weekly quarter-hour of the Saturday morning, 10-10:30 a.m. (NYT) program. Ted Bates and Company, Inc., is the agency for Continental Baking.

"The Howdy Doody Show," starring Bob Smith, celebrated its birthday -- and 2,252 telecast -- last Dec. 27. "Buffalo Bob" Smith has been with the program since its debut in December, 1947.

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NBC TELEVISION NETWORK



NEWS

May 4, 1959

OMNIBUS WINS AN EDGAR AWARD FROM MYSTERY WRITERS
OF AMERICA FOR TELECAST ON 'CAPITAL PUNISHMENT'

The Mystery Writers of America, at their annual dinner Friday, May 1, in Toots Shor's Restaurant, New York City, presented an Edgar Award to "Omnibus" for "Capital Punishment," its first presentation of the 1958-'59 season on the NBC-TV Network. Joseph N. Welch narrated the telecast.

"Capital Punishment" on "Omnibus," produced by Robert Saudek Associates, was an intense analysis of society in the role of executioner, complete with notes on various methods used through the ages. It was presented Sunday, Oct. 26, 1958.

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

May 5, 1959

The following statement was issued today by Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company:

The amendment to the Communications Act introduced today by Senator Vance Hartke of Indiana represents a constructive effort to remove the shackles from American broadcasters in the coverage of political news. Because it proposes replacement of Section 315 of the Communications Act with reasoned and logical ground-rules for broadcast coverage of political events, Senator Hartke's measure should be welcomed and supported by every American broadcaster -- and by every American who believes in the principle of unfettered news coverage by all elements of this nation's communication structure.

The National Broadcasting Company is prepared at any time, if requested, to express its wholehearted support of the Hartke proposal before the Senate Interstate and Foreign Commerce Committee.

"NIGHTMARE IN RED," OF NBC-TV NETWORK'S "PROJECT 20," NAMED
A WINNER IN 10TH ANNUAL SCHOLASTIC TEACHER FILM AWARDS

The NBC-TV Network's "Project 20" production of "Nightmare in Red" has been named a winner in the 10th annual Scholastic Teacher Film Awards. This will be the 24th award to "Project 20."

Donald B. Hyatt, who heads NBC Special Projects and was one of the creators of "Nightmare in Red," will accept the award at the presentation ceremony Thursday, May 7, at the Gotham Hotel in New York City.

McGraw-Hill is now distributing the film to schools. Created almost wholly from news film, "Nightmare in Red" was the first authentic reconstruction of the historical drama of Communism inside Russia. It was first telecast Dec. 27, 1955, and has since had several revivals on the NBC-TV Network.

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CASTING CHANGE FOR 'TOO YOUNG TO GO STEADY'

DONALD COOK WILL PORTRAY HEAD OF THE FAMILY

Donald Cook has replaced Don Ameche as the head of the family in "Too Young to Go Steady," a new live situation comedy series starting on the NBC-TV Network, Thursday, May 14 (8:30-9 p.m. EDT). "Too Young to Go Steady" replaces "The Oldsmobile Theater."



May 5, 1959

SENATOR ANDERSON TO 'MEET THE PRESS'

Senator Clinton P. Anderson (D., N.M.), who is opposing confirmation of former Atomic Energy Commissioner Lewis L. Strauss as Secretary of Commerce, will be the guest on the NBC-TV Network's "Meet the Press" Sunday, May 10.

Senator Anderson is chairman of the Joint Atomic Energy Committee, which is conducting hearings this week on nuclear fall-out.

The program will be telecast live from Washington. "Meet the Press" is a Public Affairs presentation of NBC News (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

JEANNE O'MEARA TESTS 1,139 CONTESTANTS IN SIX PARTS OF U. S.
FOR "TIC TAC DOUGH"; SHE'LL VISIT 24 CITIES IN ALL

Everybody, but everybody, wants to get on NBC-TV Network's "Tic Tac Dough," according to Jeanne O'Meara, the 27-year-old redhead who has been scouring the country for new faces for the quiz show. She has tested 1,139 contestants to date.

Miss O'Meara tested 90 persons in Portland, Me.; 140 in Buffalo, N. Y.; 425 in Washington, D. C.; 87 in Huntington, W. Va.; 360 in Cleveland, Ohio, and 37 in Winston Salem, N. C. She will visit 24 cities before the search is finished.

During her cross country tour, Miss O'Meara is on the go from morning until late at night. She begins testing around 8 a.m., and often corrects papers until the wee hours of the next morning.

"I weighed 110 pounds when I started," she explained. "In the past two weeks I haven't eaten anything more substantial than a ham sandwich. I'm almost afraid to weigh myself again."

Miss O'Meara will visit Chattanooga, Tenn., Wednesday, May 6; Birmingham, Ala., Thursday, May 7, and Fort Worth, Tex., Friday, May 8 and Monday, May 11.

Howard Felsher, producer of the Monday-through-Friday show (12 noon EDT), will select a regional champ from the 10 highest scorers in each city. The finalists will compete for \$25,000 in New York City.

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JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

May 6, 1959

R. J. REYNOLDS TOBACCO COMPANY SIGNS AS ALTERNATE-WEEK SPONSOR OF 'JOHNNY STACCATO,' THURSDAY NIGHT MYSTERY-ADVENTURE SERIES STARRING JOHN CASSAVETES ON NBC-TV NETWORK STARTING SEPT. 10

The R. J. Reynolds Tobacco Company has signed for alternate-week sponsorship of the new half-hour filmed mystery-adventure series, "Johnny Staccato," on the NBC Television Network during the 1959-'60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Starring John Cassavetes as a laconic young private eye, the series will be telecast Thursdays, starting Sept. 10 (8:30-9 p.m. NYT). Also starred will be Eduardo Ciannelli as the proprietor of Waldo's (where Staccato is "at home" to his clients), and Chick Chandler, as Staccato's police pal.

Sharing the series spotlight with the stars is the music of Elmer Bernstein, who has scored such outstanding motion pictures as "The Man With the Golden Arm," "Sweet Smell of Success," "The Ten Commandments" and "Some Came Running." Top jazz musicians will be featured in the series, which is produced by Revue Productions in association with the NBC Television Network.

The agency for R. J. Reynolds Tobacco Company is the William Esty Company, Inc.

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NBC TELEVISION NETWORK



NEWS

May 6, 1959

"KOVACS ON MUSIC" IS TITLE OF ERNIE'S FRIDAY, MAY 22, SPECIAL

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Edie Adams and Other Guests Will Join Comedian on NBC-TV Network;

Andre Previn Will Prepare Score and Conduct 60-Piece Orchestra

"Kovacs on Music" is the title of the one-hour special starring Ernie Kovacs to be presented on the NBC-TV Network Friday, May 22 (8-9 p.m. EDT), originating in Hollywood.

Lovely Edie Adams (Mrs. Ernie Kovacs in private life) will join the mustachioed, cigar-smoking Kovacs on the show. Other guests will be announced next week when Kovacs returns from Havana where he is on location for a motion picture.

"Oscar" Award-winner Andre Previn will conduct a 60-piece orchestra for this Kovacs special. This will be the first TV show for Previn since he won his "Oscar" and is the first telecast he will have both scored and conducted.

Barry Shear will direct and Kovacs will produce. This special May 22 Kovacs show (in black and white only) will pre-empt (on this date only) the time-spot of the "Ellery Queen" colorcast series which will resume Friday, May 29.

Renault, Inc. will sponsor "Kovacs on Music" through the Needham, Louis & Brorby, Inc., Agency.

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May 6, 1959

NBC NEWS TO AUGMENT COVERAGE OF CANADA AND LATIN AMERICA

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3 Newly Assigned Correspondents to give on-The-Scene-Reports

NBC News will increase its coverage of Canada and Latin America with regular on-the-scene reports by three newly-assigned correspondents, it was announced today by William R. McAndrew, Vice President, NBC News.

NBC News correspondents Wilson and Lee Hall will leave New York this month for the countries in the Caribbean area. The husband-and-wife team will remain in the area for several months to broadcast news reports and to prepare a special television program.

Willson Woodside, Canadian journalist, commentator and authority on foreign affairs, will provide NBC News with regular reports on Canada. Woodside is headquartered in Ottawa and will make frequent visits to other parts of the country.

Mr. McAndrew said the new assignments were "in keeping with this country's growing interest in developments in the other nations of the Western Hemisphere." He said that in addition to their reporting activities, the Halls would confer with NBC correspondents and cameramen in the Caribbean area.

(more)

The Canadian and Latin American reports will be used on a regular basis on Morgan Beatty's "News of the World" on the NBC Radio Network (Mondays through Fridays, 7:30-8 p.m. EDT). They will also be used from time to time on other NBC News shows on both television and radio.

For Wilson Hall, this will be the fourth continent he has covered for NBC News. During the Korean War he was NBC News correspondent in the Far East. Subsequently he covered many parts of Asia and Africa as Middle East correspondent based in Cairo. Since June, 1957, he has been on the New York staff both as network and local news commentator and as a regional reporter with assignments ranging from political coverage to disaster stories.

Lee Hall has served NBC News as a correspondent in the Middle East and in New York since 1953, working both with her husband and on independent assignments. For three months during the Suez crisis she substituted as Middle East correspondent for her husband, who was ill.

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NBC-New York, 5/6/59

TWO 'ETERNAL LIGHT' PROGRAMS FILMED IN ISRAEL WILL BE TELECAST
MAY 17 AND 31, WITH RALPH BELLAMY AS NARRATOR

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First TV Film of Dead Sea Scrolls to Feature May 17 Program

Two programs filmed in Israel by the NBC-TV Network in cooperation with the Jewish Theological Seminary of America will be telecast as "Eternal Light" specials this month with stage and screen star Ralph Bellamy as narrator.

The first, "The People of the Book," will be presented Sunday, May 17 from 1 to 1:30 p.m. EDT; the second, "The Land of the Book," Sunday, May 31 from 1:30 to 2 p.m. EDT.

Vividly portraying the land of the Bible and its people, the two programs show how Israel today is using the Bible as a manual of life. "It tells the geologist where to dig, the farmer where to plant, the fisherman where to set his nets, the army where to march," says the script. "But most of all, it puts down a roadway free men may walk."

The first TV film of the Dead Sea Scrolls is a notable feature of the initial program. General Yigael Yadin, distinguished archaeologist and former commander-in-chief of the Israeli Army, serves as on-camera guide at the Shrine of the Book repository of the Dead Sea Scrolls at the Hebrew University in Jerusalem.

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NBC-New York, 5/6/59

DR. LISE MEITNER, 'GRAND OLD LADY OF ATOMIC PHYSICS'
VISITING U.S., TO DISCUSS 'DISCOVERY OF FISSION'
IN CONVERSATION ON 'CONTINENTAL CLASSROOM'

Dr. Lise Meitner, known as the "Grand Old Lady of Atomic Physics," has accepted an invitation to appear in the NBC-TV Network's "Continental Classroom."

Now 80, Dr. Meitner was credited by Albert Einstein with providing the "correct interpretation" of the discovery of chain reaction. She was filmed today (May 6) in conversation with Dr. Harvey E. White, regular instructor of the TV course in Atomic Age Physics, and Dr. Walter Michels, research physicist of Bryn Mawr College, for telecast Monday, May 25. The subject will be "Discovery of Fission."

Dr. Meitner arrived in this country April 11 on a six-week visit that has included lectures at Bryn Mawr (Pa.) College. Austrian-born, she is now a Swedish national. During the Nazi regime she escaped from Germany and eventually made her way to Sweden.

The conversational format will be new to "Continental Classroom." Dr. White and the occasional guest lecturers, including several Nobel Prize winners who have appeared at his invitation, regularly use the lecture format with demonstrations and experiments.

"Continental Classroom," presented in cooperation with the American Association of Colleges for Teacher Education, is telecast Monday through Friday coast-to-coast at 6:30 a.m. local time.

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'FIRST DATE' IS TITLE OF INITIAL EPISODE
OF 'TOO YOUNG TO GO STEADY'

"First Date" is the title of the opening episode of "Too Young to Go Steady," new live situation comedy series starting on the NBC-TV Network Thursday, May 14 (8:30 p.m. EDT).

In "First Date," 14-year-old Pam Blake (Brigid Bazlen) has her first date. The story deals with Pam's transformation from a tomboy to a sophisticated young lady. Her parents, Tom and Mary Blake are played by Donald Cook and Joan Bennett. Martin Huston plays her 17-year-old brother Johnny.

CASTING ADDITION FOR 'TOO YOUNG TO GO STEADY'

MARTIN HUSTON TO PORTRAY 17-YEAR-OLD SON OF TOM AND MARY BLAKE

Martin Huston will play Johnny, the 17-year-old son of Tom and Mary Blake (Donald Cook and Joan Bennett) in "Too Young to Go Steady," the situation comedy series starting on the NBC-TV Network Thursday, May 14 (8:30 p.m. EDT).

As previously announced, the role of Pam, Johnny's 14-year-old sister will be played by Brigid Bazlen.

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NBC-New York, 5/6/59



JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

May 7, 1959

'TALES OF WELLS FARGO' SOLD FOR 1959-'60 SEASON ON NBC-TV NETWORK

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American Tobacco (Renewal) and Procter and Gamble (New Order)

Will Sponsor Monday Night Series on Alternate Weeks

"Tales of Wells Fargo," the NBC Television Network's high-rated adult Western series starring Dale Robertson, has been sold for the 1959-'60 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The program, telecast on Mondays, from 8:30-9 p.m. NYT, will be sponsored on alternate weeks by the American Tobacco Company, which has renewed its sponsorship of the series, and the Procter and Gamble Company, which has placed a new order.

"Tales of Wells Fargo" is based on stories of the famed express company that played a significant and exciting part in the development of the American West. Robertson plays the part of Wells Fargo agent Jim Hardie.

Benton and Bowles, Inc., is the advertising agency for Procter and Gamble, and Sullivan, Stauffer, Colwell and Bayles, Inc., represents the American Tobacco Company.

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NBC TELEVISION NETWORK



NEWS

May 7, 1959

NBC-TV WINS 27 EMMY AWARDS--MORE THAN TWICE
THE COMBINED TOTAL OF BOTH OTHER NETWORKS

The NBC Television Network won 27 Emmy Awards -- more than twice the combined total of both other networks -- last night (Wednesday, May 6) on the "Emmy Awards" program, telecast by NBC-TV live from New York, Hollywood and Washington.

Nine Emmys were awarded to one NBC-TV program, "An Evening with Fred Astaire," and four were won by the network's presentation of "Little Moon of Alban" on "Hallmark Hall of Fame."

In addition, NBC-TV shared with another network the award for Best Actress in a Leading Role (Continuing Character) in a Comedy Series, presented to Jane Wyatt for her role in "Father Knows Best"; and NBC-TV shared with two other networks an Emmy Award for Best Engineering or Technical Achievement, for industry-wide improvement of editing of video tape.

The nine Emmys awarded to NBC-TV for "An Evening with Fred Astaire" included separate awards for the Most Outstanding Single Program of the Year, Best Special Music or Variety Program, Best Single Performance By an Actor (to Fred Astaire), Best Direction of a Single Music or Variety Program (to Bud Yorkin), Best Writing of a Single Music or Variety Program (to Fred Astaire, Bud Yorkin and
(more)

2 - Emmy Awards

Herb Baker), Best Live Camera Work, Best Art Direction of a Live Television Program (to Edward Stephenson), Best Special Music or Variety Program, and Best Choreography for Television (to Hermes Pan).

The four Emmys awarded to NBC-TV for "Little Moon of Alban" on the "Hallmark Hall of Fame" included separate awards for Best Special Dramatic Program, Best Single Performance By An Actress (to Julie Harris), Best Direction of a Single Dramatic Program, One Hour or Longer (to George Schaefer), and Best Writing of a Single Dramatic Program (to James Costigan).

A list of all Emmy Awards won by NBC-TV excluding the two awards shared with other networks -- follows:

MOST OUTSTANDING SINGLE PROGRAM OF THE YEAR - "An Evening with Fred Astaire"

BEST DRAMATIC SERIES, LESS THAN ONE HOUR - "Alcoa-Goodyear Theatre"

BEST MUSICAL OR VARIETY SERIES - "The Dinah Shore Chevy Show"

BEST PUBLIC SERVICE PROGRAM OR SERIES - "Omnibus"

BEST NEWS REPORTING SERIES - "NBC News: The Huntley-Brinkley Report"

BEST SPECIAL DRAMATIC PROGRAM, ONE HOUR OR LONGER - "Little Moon of Alban" - "Hallmark Hall of Fame"

BEST SPECIAL MUSICAL OR VARIETY PROGRAM, ONE HOUR OR LONGER - "An Evening with Fred Astaire"

BEST ACTRESS IN A LEADING ROLE (CONTINUING CHARACTER) IN A DRAMATIC SERIES - Loretta Young in role of Hostess on "The Loretta Young Show"

BEST SUPPORTING ACTOR (CONTINUING CHARACTER) IN A COMEDY SERIES - Tom Poston in role of Man in the Street, others on "The Steve Allen Show"

BEST SUPPORTING ACTRESS (CONTINUING CHARACTER) IN A COMEDY SERIES - Ann B. Davis in role of Schultzy on "The Bob Cummings Show"

BEST PERFORMANCE BY AN ACTOR (CONTINUING CHARACTER) IN A MUSICAL OR VARIETY SERIES - Perry Como on "The Perry Como Show"

BEST PERFORMANCE BY AN ACTRESS (CONTINUING CHARACTER) IN A MUSICAL OR VARIETY SERIES - Dinah Shore on "The Dinah Shore Chevy Show"

(more)

3 - Emmy Awards

BEST SINGLE PERFORMANCE BY AN ACTOR - Fred Astaire on "An Evening with Fred Astaire"

BEST SINGLE PERFORMANCE BY AN ACTRESS - Julie Harris in role of Brigid Mary (Nun) - "Little Moon Of Alban" on "Hallmark Hall of Fame"

BEST DIRECTION OF A SINGLE PROGRAM OF A DRAMATIC SERIES, LESS THAN ONE HOUR - Jack Smight - "Eddie" on "Alcoa-Goodyear Theatre"

BEST DIRECTION OF A SINGLE DRAMATIC PROGRAM, ONE HOUR OR LONGER - George Schaefer - "Little Moon Of Alban" on "Hallmark Hall of Fame"

BEST DIRECTION OF A SINGLE PROGRAM OF A COMEDY SERIES - Peter Tewksbury - "Medal for Margaret" on "Father Knows Best"

BEST DIRECTION OF A SINGLE MUSICAL OR VARIETY PROGRAM - Bud Yorkin - "An Evening with Fred Astaire"

BEST WRITING OF A SINGLE PROGRAM OF A DRAMATIC SERIES, LESS THAN ONE HOUR - Alfred Brenner, Ken Hughes - "Eddie" on "Alcoa-Goodyear Theatre"

BEST WRITING OF A SINGLE DRAMATIC PROGRAM, ONE HOUR OR LONGER - James Costigan - "Little Moon of Alban" on Hallmark Hall of Fame"

BEST WRITING OF A SINGLE MUSICAL OR VARIETY PROGRAM - Fred Astaire, Bud Yorkin, Herbert Baker - "An Evening with Fred Astaire"

BEST CINEMATOGRAPHY FOR TELEVISION - Ellis W. Carter - "The Alphabet Conspiracy" - "Bell System Science Series"

BEST LIVE CAMERA WORK - "An Evening with Fred Astaire"

BEST ART DIRECTION IN A LIVE TELEVISION PROGRAM - Edward Stephenson - "An Evening with Fred Astaire"

BEST EDITING OF A FILM FOR TELEVISION - Silvio d'Alisera, Donald B. Hyatt - "Meet Mr. Lincoln" on "Project 20"

BEST MUSICAL CONTRIBUTION TO A TELEVISION PROGRAM - David Rose - Musical direction of "An Evening with Fred Astaire"

BEST CHOREOGRAPHY FOR TELEVISION - Hermes Pan - "An Evening with Fred Astaire"

Local awards won by NBC's New York affiliate WRCA included Best Children's or Teen Age Program, to "Hi Mom" with Shari Lewis, Jane Palmer and Josie McCarthy; and Most Outstanding Female Personality, to Shari Lewis of "Hi Mom."

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NBC-New York, 5/7/59

NBC-TV NETWORK PROGRAM

'TIC TAC DOUGH' TO KICK OFF ITS NATIONAL
CHAMPIONSHIP DERBY ON JUNE 1 TELECAST

NBC-TV Network's "Tic Tac Dough" will kick off its national championship derby Monday, June 1. (The series is telecast Mondays through Fridays, 12 noon EDT.)

On that date, 24 regional champs will begin a series of elimination contests. The winner will receive \$20,000, and go on to play the two all-time high money winners on the daytime quiz -- Lt. James Astrue (who won \$143,600), and Mrs. Patricia McCarthy (who won \$38,000).

The winner of the final playoffs will receive a grand prize of \$25,000. The runner-up will get a substantial consolation prize.

Twenty-four regional champs are now being selected by a "Tic Tac Dough" representative who is visiting 24 cities across the country. The representative, Jeanne O'Meara, will visit Birmingham, Ala., today, Thursday, May 7, Fort Worth, Tex., Friday, May 8, and Monday, May 11, and Albuquerque, N. M., Tuesday, May 12.

FAILURES OF CHINESE COMMUNISTS WILL BE SHOWN
IN UNCENSORED FILM ON NBC NEWS TELECAST
OF 'RED CHINA--UPDATE' SUNDAY, MAY 10

Food shortages, inadequate medical facilities, bottlenecks in steel production and other failures of the Chinese Communists will be shown in uncensored film on the NBC News special, "Red China -- Update," Sunday, May 10 (NBC-TV Network, 7-7:30 p.m. EDT).

The film, shot and smuggled out of China by two Western businessmen, also includes telephoto scenes of workers lying down on the job in the newly-organized communes and defying Communist efforts to break up family life.

The program will show Chinese lining up in food queues in Wuhan and Peiping, vegetables rotting on the docks of Canton and other evidence that, in spite of increased food production, not enough of it is reaching consumers.

The program will point up the failure of China's "backyard" steel program, which sought to expand production by setting up millions of primitive blast furnaces in empty city lots, on campuses, farms and in roadside fields.

China's difficulties in the field of medicine are shown in filmed sequences showing the use of ancient herbal potions and the revival of the old practice of "acupuncture," which calls for the insertion of needles into the body as a treatment for various ailments.

The program will be narrated by Frank McGee. "Red China -- Update" is produced by Chet Hagan and written by Helen Marmor.

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NBC-TV NETWORK PROGRAM

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THE TWO DAYS OF THE WEEK

WANT TO SEE THEM ON TV?

WFO-TV Station, The Two Days, will show the

the national championship game, Sunday, Jan. 1. (The game

is scheduled to be played at 1:00 PM EST.)

On that date, 27 regional games will begin a

series of elimination contests. The winner will receive

\$50,000, and so on to play the one final game.

Winners of the games will -- \$1,000,000 prize fund will

\$145,000, and the national champion (who will win \$100,000).

The winner of the final game will receive a

grand prize of \$25,000. The runner-up will get a

second prize of \$10,000.

Twenty-four regional games will be played

on a "Two Days" basis, with the first game on

Friday, Jan. 1, at 1:00 PM EST. The regional games will

be played on the following dates: Jan. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

Jan. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

and throughout the year, Jan. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.



TRADE NEWS

2 COPIES X-H

May 8, 1959

FORD, NATIONAL BISCUIT AND R. J. REYNOLDS RENEW THEIR SPONSORSHIP
OF 'WAGON TRAIN' ON THE NBC-TV NETWORK FOR 1959-'60 SEASON

The Ford Motor Company, the National Biscuit Company and the R. J. Reynolds Tobacco Company have renewed their sponsorship of the top-rated NBC Television Network series, "Wagon Train," for the 1959-'60 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Wagon Train," telecast Wednesdays, from 7:30-8:30 p.m., NYT, has consistently been ranked first or second in Neilsen's top ten ratings during the current season. Hailed on its NBC-TV debut in September, 1957, as one of the best pioneer films ever produced, the series has topped its competition's average audience in every Neilsen report but one since November, 1957.

In addition to regular stars Ward Bond and Robert Horton, some of Hollywood's top performers have appeared in the hour-long weekly dramas. Among the long list are Ernest Borgnine, Shelley Winters, Sterling Hayden, Mercedes McCambridge, Eddie Albert, Farley Granger, Agnes Moorehead, Guy Madison, Anne Jeffreys, Robert Sterling, Dan Duryea, and Linda Darnell.

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NBC TELEVISION NETWORK



NEWS

May 8, 1959

1959-'60 SEASON OF "HALLMARK HALL OF FAME" ON THE NBC-TV NETWORK
WILL BE PRODUCED BY GEORGE SCHAEFER AND COMPASS PRODUCTIONS, INC.

The 1959-'60 season of "Hallmark Hall of Fame" on the NBC-TV Network will be produced by George Schaefer and his newly formed organization, Compass Productions, Inc., it was announced today.

Hallmark Cards, Inc., the sponsor, has contracted with Schaefer to produce six 90-minute dramatic programs beginning in October of 1959.

The TV series has been produced for the past four seasons by Milberg Productions, with Mildred Freed Alberg as executive producer.

Associated with "Hallmark" series since 1953, Schaefer directed the major "Hallmark" productions until 1956, when he became producer and director. His affiliation with the series began with Maurice Evans' TV productions of "Hamlet," "King Richard II" and "Macbeth."

Schaefer's other shows included "Man and Superman," "The Corn is Green," "The Cradle Song," "The Lark," "Little Moon of Alban," "Dial 'M' For Murder," "Johnny Belinda," "Kiss Me, Kate," and "The Green Pastures."

(more)

2 - 'Hallmark Hall of Fame'

Schaefer's staff at Compass Productions, 1841 Broadway, New York City, includes Edward Sullivan, vice president; Robert Hartung, associate producer and director; Sybil Trubin, executive assistant and supervisor of casting; Gordon R. Wynne Jr., production coordinator and story editor, and Joan H. Frank, production associate.

Sullivan was formerly an account executive with the Campbell Ewald advertising agency, Detroit, Mich. Hartung has been associate producer of the "Hallmark" series for the past four years. Miss Trubin recently resigned as talent coordinator of NBC-TV Network's "Today" show. Wynne is an attorney from Dallas, Tex. Mrs. Frank has been production assistant of the "Hallmark" series for four years.

Mrs. Alberg relinquished the "Hallmark" series because Milberg plans a program of expansion for 1959-'60, covering TV, theatre and motion pictures.

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NBC-New York, 5/8/59

NBC TELEVISION NETWORK



NEWS

May 8, 1959

THOMAS MITCHELL IS ASSIGNED ONE OF THE THREE STARRING ROLES
IN ARCHIBALD MacLEISH'S "THE SECRET OF FREEDOM," FULL-HOUR
NBC-TV NETWORK DRAMA ON DEMOCRACY VERSUS COMMUNISM

Thomas Mitchell has been assigned one of the three starring roles in "The Secret of Freedom," the full-hour drama Archibald MacLeish has written for production by the NBC-TV Network. Robert D. Graff, the program's producer, who made the announcement, said the names of the two other stars will be made known soon.

Filming of MacLeish's drama, which deals with democracy's worldwide rivalry with communism, will begin late this month. The author this week won the 1959 Pulitzer Prize for drama for his verse play, "JB," a modern re-telling of the Book of Job. It was his third Pulitzer Prize; the others, in 1933 and 1953, were for poetry.

Thomas Mitchell is equally well-known in theatre, motion pictures, and TV. He made his first film appearance in 1936 and three years later, with "Stagecoach," won an Academy Award for best performance by a supporting actor. He also has received four Academy Award nominations. His best-known films include "High Noon" and "The Long Voyage Home." In recent years he has starred in two TV series, "The Mayor of the Town" and "The O. Henry Playhouse," and currently is seen on TV in the "Glencannon" series.

The MacLeish drama, to be telecast at a date to be announced, will be the first of two full-hour programs Graff will produce on the subject of democracy versus communism.



May 8, 1959

NBC NEWS' LEONARD ALLEN ARRIVES IN GENEVA TO OVERSEE
COVERAGE OF FOREIGN MINISTERS' CONFERENCE

Leonard Allen, NBC Manager of News Film Assignments, has arrived in Geneva to take charge of NBC News coverage of the foreign ministers' conference.

Allen is making his headquarters in the Maison de la Presse, not far from the Palais des Nations, where the conference opens on Monday, May 11. From there, he has set up his communications lines back to New York and has deployed his 10-man news squad for maximum coverage of the meetings.

For each day during the conference, he has ordered radio circuits to New York spanning a period of 12 hours. His film coverage, gathered by three cameramen and a soundman, will be sped to New York by plane. He points out that, with maximum use of the new jet services, an urgent news break occurring in Geneva in early afternoon can arrive in New York in time for late showing on the NBC-TV Network.

Allen meets each morning with NBC newsmen and assigns them according to the probable course of events during the day. His team includes five NBC News

(more)

2 - NBC News -- Geneva Coverage

correspondents -- Joseph C. Harsch (from London), Edwin Newman (Paris), John Rich (Berlin), Irving R. Levine (Rome) and Robert Kroon (Geneva).

For filmed coverage, Allen assigns NBC News cameraman John Peters and Edmondo Ricci and soundman Digby Jones. In addition, Gary Stindt, NBC Manager of News Film in Central Europe, doubles as a cameraman and expeditor of film.

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NBC-New York, 5/8/59

ROGER PRICE AND PAT HARRINGTON JR. JOIN DOROTHY LOUDON
AND SHELLEY BERMAN IN NEW PANEL LINEUP OF 'LAUGH LINE'

Roger Price and Pat Harrington Jr. (as Guido Panzini) join Dorothy Loudon and Shelley Berman as panelists on "Laugh Line" Thursday, May 14 (NBC-TV Network, 9-9:30 p.m. EDT). They will match wits over an Indian tableau and other "living cartoons" suggested by viewers.

The comedy team of Mike Nichols and Elaine May has withdrawn from the show, due to prior commitments. The pair is scheduled to begin rehearsals on a Broadway play, co-starring the young comedy duo and which was written by Miss May.

Comedians Harrington and Price both appear frequently on the NBC-TV Network's "Jack Paar Show." The former will appear on "Laugh Line" in his characterization of Guido Panzini, the Italian golf pro. The latter, creator of the nationally syndicated "Doodles" cartoons, was a regular announcer of "the goofy side of the news" on "Monitor," NBC Radio Network's weekend service. Dick Van Dyke is emcee-moderator on "Laugh Line."

NBC-New York, 5/8/59



TRADE NEWS

2 COPIES X-H

May 11, 1959

NOXZEMA CHEMICAL COMPANY SIGNS FOR ALTERNATE-WEEK SPONSORSHIP
OF "LOVE AND MARRIAGE" FOR 1959-'60 SEASON ON NBC-TV NETWORK

- - -

Situation Comedy Series Will Be Presented Monday Nights

The Noxzema Chemical Company has signed for alternate-week sponsorship of the new half-hour situation comedy series, "Love and Marriage," on the NBC Television Network during the 1959-'60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

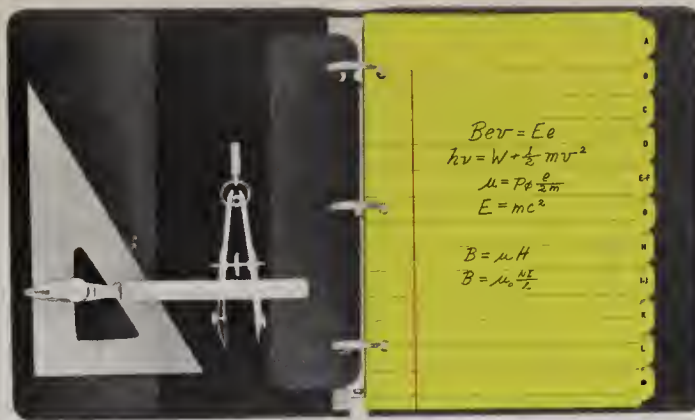
"Love and Marriage," which will star veteran actor William Demarest in his first television vehicle, will be presented on NBC-TV Mondays, 8-8:30 p.m. NYT, beginning Sept. 21.

The series, set against a Tin Pan Alley background, will feature an outstanding supporting cast, topped by musical comedy star Stubby Kaye and featured singer Kay Armen. Jeanne Bal and Murray Hamilton will also have key roles.

The producer of "Love and Marriage," in association with the NBC Television Network, is Louis F. Edelman, producer of the new "Barbara Stanwyck Theater" series for NBC-TV and of "The Californians," "The Danny Thomas Show" and "Wyatt Earp."

Noxzema's order was placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

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CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:30-7:00 AM MON.-FRI. EST

NBC TELEVISION NETWORK'S "CONTINENTAL CLASSROOM" HONORED WITH
SILVER ANVIL AWARD OF AMERICAN PUBLIC RELATIONS ASSOCIATION

For the "outstanding public relations performance in the field of communications," the National Broadcasting Company is the recipient of the 1958 Silver Anvil Award of the American Public Relations Association.

The award was given for the NBC-TV Network's "Continental Classroom." The TV course in Atomic Age Physics was selected a winner in this year's Silver Anvil Awards competition from a record number of 158 entries.

William R. McAndrew, Vice President, NBC News, accepted the award on behalf of the network at the 15th annual APRA International Convention in Hollywood, Fla. (May 8).

"By providing citizens throughout the United States -- particularly high school science teachers -- with an opportunity to improve and expand their knowledge of physics, 'Continental Classroom' has achieved its primary objective," the APRA citation stated.

The originality of communication techniques adopted -- the use of a TV network -- was particularly lauded by APRA judges. Special recognition also was given to cooperation between NBC, the American Association of Colleges for Teacher Education, and the foundations and six leading industries that have contributed financial backing to the program.

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NBC-New York, 5/11/59

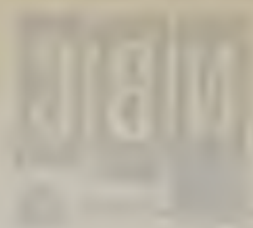


May 11, 1959

ISRAEL'S ABBA EBAN TO "MEET THE PRESS"

Abba Eban, returning to Israel after completing an 11-year mission as Israeli Ambassador to the United States and representative to the United Nations, will be the guest on "Meet the Press" Sunday, May 17. He is scheduled to leave this country five days later, on May 22.

The program, a Public Affairs presentation of NBC News, will be telecast live from Washington (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).



MAY 11, 1977

INVESTMENT BANKERS TO "SELL" THE FIRM

After years, returning to Japan after working as a 10-year resident in Japan, investment bank-
ers have been and are expected to be the financial
partners, will be the focus of "Bank for Japan".
Sunday, May 11 - It is estimated to have been
about 100 days since the start of the firm.
The program, a public affairs program
of the firm, will be followed by the firm's
(see the program, 6-10:30 a.m. and 6-10:30 a.m.)
about 100 days since the start of the firm.
The program, 10:30-11 a.m. (M.T.)

NBC TELEVISION NETWORK



NEWS

May 11, 1959

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of May 17 - 23

Sunday, May 17

7-7:30 p.m. -- "Midwestern Hayride" -- country music and variety.

Dean Richards is emcee. (premiere)

7:30-8:30 p.m. -- "The Steve Allen Show" -- guests tonight are George Gobel, Vaughn Monroe, Diahann Carroll, the Pensacola Choir and the Nicolais dancers.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah's guests are Peggy Lee, Cliff Arquette, Sujata and Asoka and special guest Van Johnson.

Monday through Friday, May 18-22

2:30-3 p.m. -- "Haggis Baggis" -- Dennis James is emcee.

4-4:30 p.m. -- "Truth or Consequences" -- Bob Barker is emcee.

Monday, May 18

10-10:30 p.m. -- "The Arthur Murray Party" -- guests tonight are baseball players from the New York Yankees and the Detroit Tigers.

Tuesday, May 19

8:30-9 p.m. -- "The Jimmie Rodgers Show"

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, May 20

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

9-9:30 p.m. -- "The Kraft Music Hall Presents Dave King" -- a new comedy show starring England's top-rated TV comedian and recording star. (premiere)

Thursday, May 21

9:30-10 p.m. -- "The Ford Show" -- Tennessee Ernie Ford's guest tonight is Edgar Bergen (with Charlie McCarthy).

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is host.

Friday, May 22

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat drama is "Court Martial."

NOTE: "Ellery Queen" will not be telecast tonight due to a black-and-white special -- "Kovacs on Music," 8-9 p.m. EDT.

Saturday, May 23

8-9 p.m. -- "The Perry Como Show" -- guests tonight are Gisele MacKenzie, librettist Dorothy Fields, singer Carol Hughes and ventriloquist Bob Williams.

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NBC-New York, 5/11/59

CREDITS FOR 'THE PEOPLE OF THE BOOK' ON NBC-TV NETWORK

TIME: Sunday, May 17 (1-1:30 p.m. EDT)

DESCRIPTION: First of two programs filmed in Israel by the NBC-TV Network in cooperation with the Jewish Theological Seminary of America to be telecast as "Eternal Light" specials this month. (The second, "The Land of the Book," will be telecast Sunday, May 31, from 1:30 to 2 p.m. EDT, network except WRCA-TV; WRCA-TV only, Sunday, May 24, from 1 to 1:30 p.m. EDT). Both programs show how Israel today is using the Bible as a manual of life. The first features the premiere TV showing of the Dead Sea Scrolls.

NARRATOR: Ralph Bellamy

PRODUCER: Doris Ann

DIRECTOR: Martin Hoade

WRITER: Irve Tunick

MUSIC COMPOSED AND CONDUCTED BY: Jacques Belasco

PROGRAM EDITORS: Rabbi Bernard Mandelbaum, Milton E. Krents

PHOTOGRAPHER: Joseph Vadela

FILM EDITOR: Robert Loweree

UNIT MANAGER: William Lynch

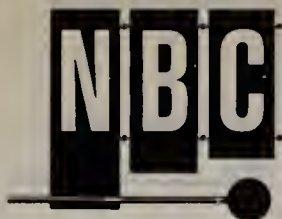
ASSOCIATE PRODUCER: Mary James

GRAPHIC ARTS: Stas Pyka

(An NBC Public Affairs presentation produced in cooperation with the Jewish Theological Seminary of America.)

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NBC-New York, 5/11/59



TRADE NEWS

2 COPIES X-H

May 12, 1959

P. LORILLARD RENEWS AS ALTERNATE-WEEK SPONSOR OF "ARTHUR MURRAY PARTY"
FOR THE 1959-'60 SEASON ON THE NBC TELEVISION NETWORK;
SERIES MOVING TO TUESDAY TIME-SPOT SEPT. 29

The P. Lorillard Company, Inc., has renewed its alternate-week sponsorship of "The Arthur Murray Party" for the 1956-'60 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"The Arthur Murray Party," with hostess Kathryn Murray, will move Sept. 29 to a new day and time on the NBC Television Network: Tuesdays, 9-9:30 p.m. NYT.

The musical variety show, which now originates in color each Monday (10-10:30 p.m. NYT) from New York, debuted on NBC-TV Oct. 19, 1953. It features guest performers, dance contests for guest headliners, dance instruction for home viewers and specialty numbers by the Arthur Murray Dancers.

The P. Lorillard order was placed through Lennen & Newell, Inc.

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May 12, 1959

NBC NEWS ANNOUNCES DEVELOPMENT FUND THAT WILL PERMIT
SURVEYS OF A WIDE VARIETY OF PROGRAM IDEAS

- - -

Staff Already at Work on Potential Summer and Fall
Entries for the NBC Television Network

An NBC News development fund -- to permit surveys of a wide variety of program ideas, ranging from mental health to African nationalism -- was announced today by William R. McAndrew, Vice President, NBC News.

"NBC News has set aside a sizable fund for the development of new programs," Mr. McAndrew said. "We feel that in news, as in other programming areas, there is need for continuing research into new formats and new subjects."

Mr. McAndrew pointed out that, thanks to the new fund, the NBC News staff is already at work on the following programs as potential entries in the Summer and Fall schedules of the NBC-TV Network:

A two-part series on the rise of nationalism in Africa. NBC News producers point out that, while a number of programs have covered developments in Egypt and the Union of South Africa, relatively little coverage has been

(more)

devoted to the growing aspirations of Nigeria, Ghana, Guinea, Liberia and other countries lying between Cairo and Capetown.

A special program on the possible use of chemicals in the treatment of mental illness. NBC Newsmen are looking into recent experiments indicating that certain drugs can induce schizophrenia. These experiments, they say, may point to an eventual chemical treatment for schizophrenia, which accounts for more patients in the nation's hospitals than any other mental illness.

A news special on the struggle between democracy and communism in Latin America. NBC News correspondents Wilson and Lee Hall leave New York this week to spend several months in the countries of the Caribbean and Central America. Besides making on-the-scene news reports, the husband-and-wife team will gather material for a major television program dealing with political, economic and ideological currents of the area.

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NBC-New York, 5/12/59

NBC TELEVISION NETWORK



NEWS

May 12, 1959

'WHO PAYS?'--NEW PANEL QUIZ SHOW WITH MIKE WALLACE AS EMCEE AND
SIR CEDRIC HARDWICKE, CELESTE HOLM, GENE KLAVAN PANELISTS
--WILL START THURSDAY, JULY 2 ON NBC-TV NETWORK

"Who Pays?" -- a new panel quiz show starring Mike Wallace as emcee and Sir Cedric Hardwicke, Celeste Holm and Gene Klavan as panelists -- will start on the NBC-TV Network Thursday, July 2 at 8 p.m. EDT.

On that date, "The Lawless Years" will move from 8 p.m. to the 8:30 p.m. EDT time period, replacing "Too Young to Go Steady."

The panelists will be on stage each week. Three celebrities will be seated out of sight of the panel but in view of the audience. With each celebrity will appear three persons who are employed by him or her -- lawyer, barber, accountant, for example. It will be the panelists' task to find the relationship of each employee to the celebrity, and then to identify the celebrity.

Three games will be played during the half-hour, live-from-New York panel show, with each group of three employees splitting \$500 if the panelists cannot identify the guest celebrity.

"Who Pays?" is a Lester Lewis Production. Jerome Schnur is the producer-director.

(more)

2 - 'Who Pays?'

Mike Wallace currently appears on TV in "The Mike Wallace Interview" and "Newsbeat," both on Station WNTA-TV. He was formerly emcee of "The Big Surprise" on NBC-TV.

Sir Cedric Hardwicke is currently co-starring on Broadway in "A Majority of One" with Gertrude Berg.

Miss Holm, star of stage, screen and TV, made her most recent Broadway appearance in "Third Best Sport" earlier this season.

Gene Klavan, disc jockey and humorist, is part of the team of Klavan and Finch, who have an early morning show on Radio Station WNEW, New York City.

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NBC-New York, 5/12/59

TONY RANDALL TO CO-STAR WITH THOMAS MITCHELL IN 'THE SECRET
OF FREEDOM,' TV DRAMA BY ARCHIBALD MacLEISH;

ACTRESS TO BE CHOSEN AS THIRD STAR

Stage and film star Tony Randall is the second of three principals signed for "The Secret of Freedom," the full-hour drama Archibald MacLeish has written for NBC-TV Network production. Robert D. Graff, the program's producer, made the announcement today.

Thomas Mitchell already has been announced as one of the three stars. The third starring role, to be filled by a leading actress, has not yet been cast.

Randall, widely known for his past portrayal of Harvey Weskit in the NBC-TV Network's "Mr. Peepers" series, is currently on view in the nation's motion picture theatres as star of "The Mating Game." He made three earlier films: "Oh Men! Oh Women!," "No Down Payment" and "Will Success Spoil Rock Hunter?"

An actor who changes from comedy to serious drama with ease and frequency, he broadened his range still further on Broadway last season in "Oh, Captain," in which he danced and sang professionally for the first time. His many Broadway credits also include starring performances in "Oh Men! Oh Women!" and "Inherit the Wind."

Filming of the MacLeish TV drama, which deals with democracy's worldwide rivalry with Communism, will begin late this month.

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CORRECTION, PLEASE

An NBC Daily News Report story dated May 8 relating to the Dead Sea Scrolls was in error at one point. When the Scrolls are shown in "The People of the Book," an "Eternal Light" special on the NBC-TV Network Sunday, May 17 (1 p.m. EDT), it will not be the first time they have been televised. Films of the Scrolls were televised in Los Angeles last July and were repeated there several weeks later and again in December.

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NBC-New York, 5/12/59

IRVING R. LEVINE HONORED

NBC News' Rome correspondent Irving R. Levine has won the Columbia Journalism Alumni Award for "distinguished service to journalism."

Levine, who recently completed a four-year assignment in Moscow, was commended for his "search for facts throughout the world and his perceptive reporting of those facts to the people of the United States."

Levine received his master's degree from Columbia Graduate School of Journalism in 1947.

PAULINE FREDERICK TO BE HONORED

Pauline Frederick, NBC News' United Nations correspondent, will be guest of honor in tribute to her work in television and radio, at a Career Achievement luncheon to be given Saturday, May 16, by the District of Columbia Professional Panhellenic Association in the Shoreham Terrace Room in Washington.

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NBC-New York, 5/12/59

"LOOK" MAGAZINE SPOTLIGHTS "CHARLEY WEAVER: TV'S SMART BUMPKIN"

A four-page photo story entitled "Charley Weaver: TV's smart bumpkin" -- with Cliff Arquette, a regular performer (as Weaver) on the NBC-TV Network's "The Jack Paar Show" as subject -- highlights the current issue of Look Magazine, on sale today.

The comedian's serious side, as exemplified by his Cliff Arquette Museum of Civil War models in Gettysburg, Pa., is portrayed in text and photographs by the "Look" article. There are 37 models in the museum, which Arquette opened last March. It takes Arquette about six weeks to make each painstakingly crafted and authentic Civil War figure.

In December, 1957, Arquette came out of retirement in California to appear with Paar as the roguish hick, Charley Weaver. At 53, according to the magazine, "Paar's 'wild old man' is at last recognized as the superb comedian he has always been." Look concludes: "Between writing his own material, making his Civil War models and checking the till at the museum, Cliff Arquette is leading precisely the life he wants to."

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NBC-New York, 5/12/59



TRADE NEWS

2 COPIES X-H

May 13, 1959

U. S. BREWERS FOUNDATION TO SPONSOR FULL-HOUR TV 'SUMMER ON ICE'

"Summer on Ice," a special skating extravaganza starring Rosemary Clooney, Tab Hunter, Tony Randall and the entire cast of the world-famous "Ice Capades of '59" will be telecast Monday, June 1 (10 p.m. EDT) over the NBC-TV Network. The show will be sponsored by the U. S. Brewers Foundation Inc., through J. Walter Thompson Company.

The full-hour ice special, taped in Hollywood and produced and directed by Alan Handley, will spotlight figure-skating champions Ronnie Robertson and Cathy Machado, speedy Bobby Specht, beauteous Sandy Culbertson, clown Freddy Trenkler, comedian Eric Waite and many other stars, plus the remarkable skating ensemble. The group has just completed a 26-city tour of the United States.

These are the same performers who won press praise as "positively the greatest ice show since the world began" when this season's tour opened in New York's Madison Square Garden. Early this month, their opening in the Pan Pacific Auditorium in Los Angeles was hailed by a Los Angeles critic

(more)

as providing "family entertainment at its best, completely enjoyable to all, from the young to the young in heart."

Tab Hunter, whose prowess on ice has already been graphically demonstrated by his performance in "Hans Brinker and the Silver Skates" on NBC-TV's "Hallmark Hall of Fame," will join the Ice Capades troupe in several numbers, besides playing a singing role.

Rosemary Clooney, whose records are favorites on juke boxes across the nation, will be the featured singer on the show. Actor Tony Randall, now being seen in the nation's movie houses co-starring with Debbie Reynolds in "The Mating Game," will be emcee.

"Summer on Ice" will preempt "The Arthur Murray Party" on June 1 only.

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NBC-New York, 5/13/59

ESSO TO SPONSOR FOUR TELECASTS OF 'DAVID NIVEN SHOW'

The Esso Standard Oil Company has signed for sponsorship of four telecasts of "The David Niven Show," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"The David Niven Show," telecast Tuesdays (10-10:30 p.m. EDT) on NBC-TV, will be sponsored by Esso on: June 9, June 23, July 7 and July 21. The series is a dramatic anthology with Niven as host and featuring top stars each week.

The Esso order was placed through McCann-Erickson, Inc. Products advertised will be household oils and waxes and Flit insecticide.

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NBC-New York, 5/13/59

NBC TELEVISION NETWORK



NEWS

May 13, 1959

'I TAKE THEE'

Full-Hour NBC News Special Examining Problems of Love And Marriage in U. S. to Be Telecast Thursday Night, June 4

"I Take Thee," a look at some of the current problems of love and marriage in America, will be presented by NBC News on Thursday, June 4 in prime evening time on the NBC-TV Network (7:30-8:30 p.m. EDT).

The special program will examine the operations of lonely hearts clubs, the problems of juvenile marriages and the phenomenon of the "marriage mill" town, where weddings are run off with assembly-line efficiency. Chet Hagan, who will produce the program, says it will investigate "the general proposition of love and marriage as the motivating force of our society."

The full-hour NBC News special will be narrated by Frank McGee, directed by Robert Priaulx and written by Ric Ballard. It will pre-empt "Texas Rodeo" and "The Lawless Years."

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CREDITS FOR 'TOO YOUNG TO GO STEADY' ON NBC-TV NETWORK

TIME: NBC-TV Network, Thursdays, 8:30-9 p.m. EDT.

PREMIERE DATE: May 14, 1959

STARS: Joan Bennett
Donald Cook
Brigid Bazlen
Martin Huston

FORMAT: Live series of original family situation
comedies dealing with the problems of Tom
and Mary Blake, an attorney and his wife,
and their children, Pam, 14, and Johnny, 17.

EXECUTIVE PRODUCER: David Susskind

ASSOCIATE PRODUCER: Murray Susskind

WRITER: Ronald Alexander

DIRECTORS: Various

ART DIRECTOR: Furth Ullman

CASTING DIRECTOR: Selma Lynch

COSTUMES: Julia Sze

MAKEUP: Robert Phillippe

ASSISTANT DIRECTORS: Claire Sheridan
William Post

SPONSOR: Oldsmobile Division of General Motors
Corporation

AGENCY: D. P. Brother & Company

NBC PRESS
REPRESENTATIVE: Noreen Sherlock (New York)

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NBC-New York, 5/13/59



FEATURE

THE DAY TV FIRST WENT TO BAT

- - -

Princeton-Columbia Baseball Game Coverage by NBC May 17, 1939,
was 'Foot-in-the-Door' to Huge Development of Sports Telecasts

The Princeton and Columbia baseball nines played 10 innings of fine baseball in the second game of their doubleheader 20 years ago, on May 17, 1939. But the contest is best remembered by many for being the first baseball game on television.

This first telecast of a sports contest in the United States -- carried live over NBC's experimental station, W2XBS -- became one of the most far-reaching events in modern sports history.

In terms of present-day telecasting, that pioneer job had a noticeable share of fluffs -- prompted obviously by lack of experience. But the scheduling of the telecast proved the "foot-in-the-door" that led to swift growth of sports programs as major television attractions.

Few of the 400 sun-drenched spectators at Baker Field, New York City, and not many more of the estimated 5,000 metropolitan area viewers tuned into less than 400 RCA television sets (with 5, 9 and 12-inch reflecting screens and costing upwards of \$600, each, at a time when the ratio of viewers to sets was at its highest) attached more significance to the telecast than they did to the ballgames.

(more)

2 - Sports Telecasting

The following morning, it was the fact that Princeton had swept both ends of the twin bill, 8-6 and 2-1, to knock Columbia out of contention in the Eastern Intercollegiate Athletic League that made newspaper headlines. Irving Marsh, writing in the Herald Tribune, buried mention of the TV sports debut way down in his story.

Marsh attributed both teams' fine play in the second game to the fact that "it was being televised, the first contest accorded this distinction."

The late fight promoter Mike Jacobs commented after the game: "Someday, I'll sell television rights for a championship bout for as much as \$1,000,000."

Life Magazine reported on June 5, 1939: "...reception was fuzzy ... but no fuzziness can hide what (the event) means to American sports. Within 10 years, an audience of 10,000,000 sitting at home or in movie theatres will see World Series and Rose Bowl games. Thousands of men and women who have never seen a big time sports event will become excited fans."

No one envisaged, however, that 20 years later the NBC-TV Network, on its "Gillette Cavalcade of Sports," would transmit a World Series telecast to a peak audience of 60,000,000 viewers in 24,000,000 homes.

Bill Stern, who announced and handled play-by-play commentary, says: "We were dunces but, in that one game, we learned a complete lesson on how not to televise a sports event."

From a rickety 12-foot-high wooden stand behind third base, NBC's pioneer iconoscope camera transmitted picture impulses of the collegiate ballhawks through a coiling cable to an amplifier truck and thence on a direct line to the 85th floor of the Empire
(more)

3 - Sports Telecasting

State Building where they were re-transmitted to clusters of viewers in Radio City, ad agency offices and pioneer set-owner's homes.

"For one thing," Stern continues, "we learned that you cannot televise a baseball game with one camera -- we couldn't follow the flight of the ball and of course there was no such thing as a close-up of the batter's box. We pleaded with the umps to be more emphatic with their calls and we actually prayed that all the batters would strike out, because that was one thing the camera could record."

Stern further contends that he was a "flop" in his debut as a sports commentator on television. "I was talking radio," he explains, "and made the classic mistake of describing action viewers could not see on their screens."

Other members of the 16-man pioneer crew -- whose only equipment was their truck, camera and two folding card tables -- included Burke Crotty, director; Harold P. See, chief engineer; Alfred Jackson, video engineer; Ed Wilbur, sound engineer, and Dick Pickard, cameraman. John F. Royal, then vice president in charge of radio and television development for NBC, supervised the ballgame telecast from Radio City.

But these men learned their lesson well, for 1939 was a year with a succession of TV sports firsts on NBC, then the nation's only television broadcasting company (on April 30, NBC inaugurated regular TV program service with a telecast from the opening of the New York World's Fair, and regular studio program service was introduced on May 3). The record:

May 20 -- First telecast from Madison Square Garden (six-day bike races).

June 1 -- First boxing telecast (Lou Nova vs. Max Baer from Yankee Stadium).

4 - Sports Televising

Aug. 9 -- First tennis match telecast (Eastern Grass Courts Championships from Rye, N. Y.).

Aug. 26 -- First major league baseball game telecast (Dodgers vs. Reds from Ebbets Field, Brooklyn).

Sept. 30 -- First football game telecast (Fordham vs. Waynesburg College from Randall's Island Stadium, New York City).

Oct. 22 -- First pro football telecast (Dodgers vs. Eagles from Ebbets Field).

Feb. 25, 1940 -- First hockey telecast (Rangers vs. Montreal from Madison Square Garden, New York City).

Feb. 28, 1940 -- First basketball telecast (Pittsburgh vs. Fordham and N. Y. U. vs. Georgetown from Madison Square Garden).

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NBC-New York, 5/13/59



TRADE NEWS

2 COPIES X-H

May 14, 1959

SPONSORSHIP OF "ALCOA THEATRE" AND "GOODYEAR THEATER"
RENEWED FOR 1959-'60 SEASON ON THE NBC-TV NETWORK

Sponsorship of "Alcoa Theatre" and "Goodyear Theater" on the NBC Television Network has been renewed for the 1959-'60 season by Aluminum Company of America and the Goodyear Tire and Rubber Company, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The programs will again be seen Mondays 9:30-10 p.m. (NYT), on alternate weeks. Alcoa's renewal is effective Oct. 5 and Goodyear's on Sept. 28. As in the past, the series will present leading stage and screen stars in half-hour filmed dramas.

Young and Rubicam, Inc., is the agency for Goodyear. Fuller and Smith and Ross, Inc., represents the Aluminum Company of America.

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DR. JAMES R. KILLIAN JR. AND LT. GEN. BERNARD A. SCHREIVER
WILL BE AMONG PROMINENT EXPERTS PARTICIPATING IN MAY 24
SPECIAL TELECAST OF "SPACE...MAN'S LAST FRONTIER"

Dr. James R. Killian Jr., special assistant to President Eisenhower for science and technology, and Lt. Gen. Bernard A. Schreiver, newly appointed chief of the Air Force's Air Research and Development Command, will be among the figures prominent in outer space projects who will participate in "Space...Man's Last Frontier" Sunday, May 24 (NBC-TV Network, 5-6 p.m. EDT).

The special telecast, produced by Robert Saudek Associates and narrated by Alistair Cooke, will probe the peacetime uses of space research and give viewers an absorbing look-in-depth at the sequence of events leading to the United States' first manned space satellite. The presentation will mark the dedication of the \$23,000,000 Avco Research Center in Wilmington, Mass.

Other scientific and government leaders who will appear in "Space...Man's Last Frontier" include Dr. Arthur Kantrowitz, a pioneer in gas dynamics research and director of the Avco Research Laboratory in Everett, Mass.; Gen. Samuel F. Anderson, chief of the Air Force's Air Materiel Command; Lt. Col. William R. Turner of the Air Force's Research and Development Command; Dr. T. Keith Glennan, director of the National Aeronautics and Space Administration; and Dr. Donald R. Walker of the Avco Research and Advanced Development Division.

"Space...Man's Last Frontier" will be directed by William A. Graham, a director for the "Omnibus" series over the NBC-TV Network,

(more)

COLORCAST

NBC TELEVISION NETWORK



NEWS

May 14, 1959

'THIS MURDER COMES TO YOU LIVE'

Ben Hecht Is Special Guest Star of 'Ellery Queen' Mystery,
Portraying a TV Panelist Whose Life Ends While on the Air

Ben Hecht will be a special guest star in "This Murder Comes to You Live" on the "Ellery Queen" series Friday, June 5 (NBC-TV Network colorcast, 8-9 p.m. EDT). The script concerns a murder that takes place on the air during a panel discussion program. Hecht has the role of poet Alonzo Christian, who appears on the program and is murdered right on the air.

Starring in the cast with Hecht and Lee Philips (as Ellery Queen) will be Geraldine Fitzgerald as newspaper publisher Vanessa Rusk, Ray Walston as program moderator and host Archer Hempstead, Georgann Johnson as production assistant Angela Payne, Robert Emhardt as politician Barton Findlay, and Buster Crabbe as Police Lt. Garver.

The off-the-air antagonisms of the panel members and the unpleasant character of the program host when he is off-mike provide the background for the mystery. Ellery Queen has come to the program to watch with his friend, poet Alonzo Christian.

Others playing panel members are Earl Hammond as actor Boris Temple and Crahan Denton as atomic scientist Dr. Norman McLean. W. J. Shore wrote the teleplay. James Yarbrough is director.

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COLORCAST

NBC TELEVISION NETWORK



NEWS

May 14, 1959

CREDITS FOR 'MIDWESTERN HAYRIDE' COLORCASTS ON NBC-TV NETWORK

TIME: NBC-TV Network colorcast, Sundays, 7 p.m.
EDT. (resuming May 17, 1959)

EMCEE: Dean Richards

FORMAT: Half-hour country-style variety show
featuring a large cast of top talent in
the folk music field. It has been a
popular Summer series on the NBC-TV
Network since 1948.

EXECUTIVE PRODUCER: Al Bland

PRODUCER: Abe Cowan

ASSOCIATE PRODUCER: Walt Jacoby

DIRECTOR: Don Croft

WRITER: Al Bland

SET DESIGNER: Selma Frech

MUSIC DIRECTOR: Milt Weiner

ORIGINATION: Station WLW-T, Cincinnati, Ohio

NBC PRESS REPRESENTATIVE: Anne Morrissy, New York

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May 14, 1959

KIM HUNTER IS SIGNED TO CO-STAR WITH THOMAS MITCHELL
AND TONY RANDALL IN MacLEISH'S "SECRET OF FREEDOM"

Kim Hunter, whose career as a leading actress has been about equally divided between stage and screen, will co-star with Thomas Mitchell and Tony Randall in "The Secret of Freedom," the full-hour play Pulitzer Prize-winning dramatist Archibald MacLeish has written for production by the NBC-TV Network. Robert D. Graff, the program's producer, announced the signing of Miss Hunter today.

Filming of the MacLeish drama, which concerns democracy's world-wide rivalry with communism, will begin late this month.

Miss Hunter's starring roles on Broadway were in "Darkness at Noon," "The Chase" and "The Tender Trap," among other plays. Her films have included "Storm Center," "The Young Stranger," "Stairway to Heaven" and "Anything Can Happen." She also has starred in a number of TV plays, "Requiem for a Heavyweight" and "The Comedian" among the more recent of them.

It was her performance on Broadway as Stella in "A Streetcar Named Desire" that brought Miss Hunter the Donaldson Award and the Critics Circle Award as the best supporting actress in 1948. For her screen re-creation of this character she won the 1952 Oscar award of the Academy of Motion Picture Arts and Sciences as the best supporting actress. Born in Detroit, Miss Hunter spent most of her early life in Miami Beach, Fla.

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FROM THE NATIONAL BROADCASTING COMPANY
400 Rockefeller Plaza, New York 20, N. Y.

2 COPIES X-H

May 15, 1959

DETAILS OF SETTLEMENT OF NABET STRIKE ANNOUNCED BY NBC

- - -

NABET Relinquishes All Claims to Jurisdiction Over
Broadcast Tape Made Outside the U.S.A.

All claims to jurisdiction over broadcast tape made outside the United States -- the issue which prompted members of the National Association of Broadcast Employees and Technicians to leave their jobs at the National Broadcasting Company last April 27 -- have been relinquished by NABET in the settlement which ended the strike, B. Lowell Jacobsen, Vice President, Personnel, for NBC, announced today.

Union jurisdiction over broadcast tape produced within the United States is specifically limited to the areas agreed upon in the NABET-NBC contract of May 13, 1958, which was rescinded by NBC during the course of the strike and which has been reinstated with modifications proposed by NBC. As a part of the settlement, NBC has agreed to withdraw three law suits it had filed against the Union and its officers.

In addition to the foreign tape issue, Mr. Jacobsen reported the following points have been agreed to by the Union:

NBC has the sole right to determine the methods of operations and to make work assignments, subject to revised arbitration provisions.

Interference with company operations through mass writing of grievances is prohibited.

(more)

2 - Details of Settlement

The Union members will be recalled to work and integrated as rapidly as possible into the work schedule which has been handled by supervisory personnel while the Union members were on strike, Mr. Jacobsen reported.

In a letter to NBC employees who manned operating positions during the strike, Robert W. Sarnoff, Chairman of the Board, and Robert E. Kintner, President, said:

"Your performance through the 19 days of the strike has demonstrated to everyone in the broadcasting industry the fine calibre of the men and women who work for NBC. With your continuing loyal support, and with all of us closing ranks now that the dispute is ended, NBC is bound to emerge from the testing days ahead with the strongest position of leadership in its history."

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NBC-New York, 5/15/59



TRADE NEWS

2 COPIES X-H

May 15, 1959

STANDARD BRANDS, INC., AND SINGER SEWING MACHINE COMPANY
WILL SPONSOR 'FIBBER McGEE AND MOLLY' TUESDAY NIGHTS
ON THE NBC TELEVISION NETWORK DURING 1959-'60 SEASON

The new half-hour situation comedy series, "Fibber McGee and Molly," will be sponsored by Standard Brands, Inc., and the Singer Sewing Machine Company on the NBC Television Network during the 1959-'60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Based on the durable comic characters who have delighted NBC Radio audiences for 20 years, the lovable inhabitants of 79 Wistful Vista will now come to life on NBC Television in a format faithful to the original. The series will be telecast Tuesdays, 8:30-9 p.m. (NYT), starting Sept. 15.

Starring will be Bob Sweeney as Fibber and Cathy Lewis as Molly, with Hal Peary re-creating his original radio role as Mayor La Trivia. Also featured will be Addison Richards and Barbera Beard. Sweeney will be remembered for his roles in "My Favorite Husband," "Our Miss Brooks" and "The Brothers." Cathy Lewis created the role of Jane in "My Friend Irma."

The agency for Standard Brands is J. Walter Thompson Company and Young & Rubicam is the agency for Singer.

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TRADE NEWS

May 15, 1959

WGIR--ONLY NETWORK-AFFILIATED STATION IN MANCHESTER, N. H.--
WILL JOIN THE NBC RADIO NETWORK ON JUNE 2

Radio Station WGIR, Manchester, N. H., the only network-affiliated station in the Manchester market area, will join the NBC Radio Network on June 2, it was announced today by Harry Bannister, NBC Vice President in charge of Station Relations.

The station, which has been a CBS affiliate for the past two years, is owned and operated by the Northeast Broadcasting Corp. M. M. Girolimon is president and treasurer of Northeast Broadcasting Corp. and Bernie Mack is general manager.

Operating on 5,000 watts days and 1,000 watts nights, WGIR broadcasts on a frequency of 610 kilocycles. Its market area includes a population of 311,300 in the New Hampshire counties of Hillsborough, Rockingham and Merrimack.

Mr. Mack said: "We at WGIR are pleased to be able to bring timely and progressive NBC programming to hundreds of thousands of listeners throughout New Hampshire. Our decision to join the NBC Radio Network was arrived at after much deliberation and careful consideration of the differing

(more)

trends that exist in radio network programming today. It is our belief that network radio plays a vital role in bringing to the public services which can not be supplied by independent stations. We feel that the programming path which NBC has chosen is the one that leads to a new and exciting era for network radio."

Mr. Bannister said: "NBC Radio welcomes WGIR to its expanding list of affiliated stations. We are gratified that this station -- like others formerly affiliated with another network -- has selected NBC to help it render better service to its community."

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NBC-New York, 5/15/59

PROGRAM CHANGE FOR 'THE JACK PAAR SHOW'

STAR TAKES ADDED WEEK'S VACATION; SUBSTITUTES NAMED

Jack Paar has extended his vacation an additional week and three substitute hosts have been announced for "The Jack Paar Show" Monday through Friday, May 18-22 (NBC-TV Network, 11:15 p.m.-1 a.m. EDT). On Monday, Wednesday and Friday, Hugh Downs will serve as host. Tuesday night's emcee will be Guido Panzini and Thursday night's will be Dick Van Dyke. Paar will return to the program on Monday, May 25.

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NBC-New York, 5/15/59

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For June (All Times EDT)

Monday through Friday, June 1-5

2:30-3 p.m. -- "Haggis Baggis" -- with Dennis James as emcee.

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Tuesday, June 2

8:30-9 p.m. -- "The Jimmie Rodgers Show."

Wednesday, June 3

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "The Kraft Music Hall Presents Dave King" -- Sally

Ann Howes is guest tonight:

Thursday, June 4

9:30-10 p.m. -- "The Ford Show"

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

Friday, June 5

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film drama is "Sorrow Song."

8-9 p.m. -- "Ellery Queen" -- "This Murder Comes to You Live" is tonight's mystery-drama. Lee Philips stars as Queen. Ben Hecht, Geraldine Fitzgerald, Ray Walston, Georgann Johnson, Robert Emhardt and Buster Crabbe are guest stars.

(more)

2 - NBC-TV Network Colorcast Schedule

Saturday, June 6

10-10:30 a.m. -- "Howdy Doody" -- children's show featuring Howdy Doody and "Buffalo Bob" Smith, plus other citizens (live, puppet or animated) of Doodyville in a complete story each week.

10:30-11 a.m. -- "The Ruff and Reddy Show" -- the filmed adventures of the dog and cat heroes Ruff and Reddy, and a live portion featuring Jimmy Blaine and his parrot puppet, Rhubarb.

8-9 p.m. -- "The Perry Como Show" -- Perry's guests for his last show of the season are Tony Bennett, Teresa Brewer and the Four Lads, stars of the new musical-variety show, "Perry Presents," which will premiere in this time period June 13.

Sunday, June 7

7-7:30 p.m. -- "Midwestern Hayride" -- country music and variety with Dean Richards as emcee.

7:30-8:30 p.m. -- "The Steve Allen Show" -- (Note: This is the last program of the season).

9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt.

Monday through Friday, June 8-12

2:30-3 p.m. -- "Haggis Baggis"

4-4:30 p.m. -- "Truth or Consequences"

Monday, June 8

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, June 9

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, June 10

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents Dave King" -- with guest Zsa Zsa Gabor.

(more)

3 - NBC-TV Network Colorcast Schedule

Thursday, June 11

9:30-10 p.m. -- "The Ford Show"

10:30-11 p.m. -- "Masquerade Party"

Friday, June 12

7:30-8 p.m. -- "Northwest Passage" -- "The Assassin" is tonight's repeat film drama.

8-9 p.m. -- "Ellery Queen" starring Lee Philips.

Saturday, June 13

10-10:30 a.m. -- "Howdy Doody"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett and Teresa Brewer" with the Four Lads.

Sunday, June 14

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt.

Monday through Friday, June 15-19

2:30-3 p.m. -- "Haggis Baggis" (Note: This is the final week for this program. "The Court of Human Relations" (in black and white only) will take this time period starting June 22.)

4-4:30 p.m. -- "Truth or Consequences"

Monday, June 15

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, June 16

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, June 17

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents Dave King"

(more)

4 - NBC-TV Network Colorcast Schedule

Thursday, June 18

9:30-10 p.m. -- "The Ford Show"

10:30-11 p.m. -- "Masquerade Party"

Friday, June 19

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film drama
is "War Sign."

8-9 p.m. -- "Ellery Queen"

Saturday, June 20

10-10:30 a.m. -- "Howdy Doody"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Teresa Brewer and Tony Bennett" with
the Four Lads.

Sunday, June 21

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt.

Monday through Friday, June 22-26

4-4:30 p.m. -- "Truth or Consequences"

Monday, June 22

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, June 23

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, June 24

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents Dave King"

Thursday, June 25

9:30-10 p.m. -- "The Ford Show"

10:30-11 p.m. -- "Masquerade Party"

(more)

5 - NBC-TV Network Colorcast Schedule

Friday, June 26

7:30-8 p.m. -- "Northwest Passage" -- "The Counterfeiters" is
tonight's repeat film drama.

8-9 p.m. -- "Ellery Queen"

Saturday, June 27

10-10:30 a.m. -- "Howdy Doody"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett and Teresa Brewer," with
The Four Lads.

Sunday, June 28

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt.

Monday, June 29

4-4:30 p.m. -- "Truth or Consequences"

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, June 30

4-4:30 p.m. -- "Truth or Consequences"

8:30-9 p.m. -- "The Jimmie Rodgers Show"

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NBC-New York, 5/15/59

NBC RADIO NETWORK NEWS

May 15, 1959

MONDAY-THROUGH-FRIDAY 'STAR DUST' VIGNETTES WITH TOP PERFORMERS WILL START MAY 18 ON NBC RADIO NETWORK

The NBC Radio Network's plan to schedule five-minute "Star Dust" segments on a regular hourly basis, Monday through Friday, will start Monday, May 18, it was announced today by Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network.

As previously reported, the vignettes will feature top show-business personalities. The "Star Dust" concept of scheduling noted performers in short segments throughout the broadcast day is thus expanded to include the entire week. The vignettes will be heard at 25 minutes past the hour on weekdays -- from 7:25 a.m. to 11:25 p.m. EDT -- and on "Monitor" on weekends.

The roster of "Star Dust" personalities includes Bob Hope, Marlene Dietrich, Groucho Marx, Ernie Kovacs, Madeleine Carroll, Fibber McGee and Molly, Bob and Ray, Ed "Archie" Gardner, and Paul Winchell.

"With its expanded 'Star Dust' plan, NBC Radio will add five hours per week of new network programming," Mr. Culligan said. He noted that each segment will have availabilities for one network commercial and one local commercial, offering opportunities for tie-ins by local or regional dealers of network sponsors. Compensation to the affiliates for network sales will be made at the regular rates.

(more)

"The scheduling of top-flight talent in vignettes seven days a week affirms NBC Radio's intention to expand -- rather than decrease -- network service to its affiliates," Mr. Culligan said. He added that the "Star Dust" concept will enable affiliates to profit further by NBC's "National-Local" plan of tie-ins with network advertisers, which has already proved highly successful.

The "Star Dust" segments Mondays through Fridays will be sponsored by Liggett and Myers Tobacco Co., Inc., for L&M Cigarettes. A 13-week contract, starting May 18, was placed through Dancer-Fitzgerald-Sample, Inc.

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NBC-New York, 5/15/59



TRADE NEWS

2 COPIES X-H

May 18, 1959

LEVER BROTHERS RENEWS ALTERNATE-WEEK SPONSORSHIP
OF "GROUCHO MARX--YOU BET YOUR LIFE" FOR
1959-'60 SEASON ON THE NBC-TV NETWORK

The Lever Brothers Company has renewed its alternate-week sponsorship of the perennial quiz favorite, "Groucho Marx -- You Bet Your Life," for the 1959-'60 season on the NBC Television Network, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Lever Brothers renewal marks the second season for that company as a sponsor of the series, which will begin its 10th consecutive year on NBC-TV in the Fall. The high-rated quiz show is seen Thursdays, 10-10:30 p.m. (NYT), and will begin its new season Sept. 24.

The agency for Lever Brothers is Batten, Barton, Durstine and Osborn, Inc.

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CASTING OF MAJOR ROLES FOR ARCHIBALD MacLEISH'S
TV DRAMA, "THE SECRET OF FREEDOM," IS COMPLETED

With the signing of John McGiver, Lonny Chapman, Michael Pollard and Norman Shelly, casting of the leading roles for "The Secret of Freedom" is now complete.

Tony Randall, Thomas Mitchell and Kim Hunter will co-star in the full-hour drama Archibald MacLeish has written for production by the NBC-TV Network. Filming will begin late this month.

Michael Pollard is the boy who scored heavily this season on TV in the "Omnibus" production of "The So-Called Human Race," a George Panetta original, and in the "Show of the Month" production of William Saroyan's "The Human Comedy."

John McGiver is well known as a performer on Broadway ("Cloud Seven," "Little Glass Clock"), in motion pictures ("Love in the Afternoon," "The Man in the Raincoat"), and on TV (in most of the quality drama shows). Lonny Chapman is also well known as an actor in the three media, his credits including "Ladies of the Corridor" and "The Glass Menagerie" on Broadway, "Baby Doll" and "East of Eden" on the screen.

Robert D. Graff is producing "The Secret of Freedom."

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NBC-New York, 5/18/59

"WITH THIS RING" (A PHONE CALL) ONE COUPLE WAS WED

NBC News is gathering film of off-beat weddings as part of its study of marriage in "I Take Thee" Thursday, June 4 (NBC-TV Network, 7:30-8:30 p.m. EDT).

Researchers have so far come up with footage of couples being married in a lion's cage, on water skis, on a tight-rope, and while floating earthward by parachute. They have also found film of a wedding by telephone, with the bride in the United States and the groom in Europe, and the simultaneous marriage of two sets of quadruplets.

Producer Chet Hagan says the film will illustrate "some American attitudes toward marriage -- as well as some of the techniques of press agency."

JOHN HERMAN TO BE ASSOCIATE PRODUCER OF 'SECRET OF FREEDOM'

John Herman will be associate producer of "The Secret of Freedom," the full-hour play Archibald MacLeish has written for the NBC-TV Network, Robert D. Graff, the program's producer, announced today. Filming of the drama, which concerns democracy's worldwide rivalry with Communism, will begin late this month.

Herman, who joined the NBC-TV Network in 1951, was production manager for "Assignment: Southeast Asia" and was associate producer of the "Look Here" interview series and the made-in-Hawaii "No Time to Lose." Earlier, he was stage manager for the Broadway production of "Brigadoon" and was a producer in Summer theatres. He is a New Yorker and a former student of Yale Drama School.

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NBC-New York, 5/18/59

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of May 24-30 (All Times EDT)

Sunday, May 24

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

7:30-8:30 p.m. -- "The Steve Allen Show" -- Cyril Ritchard, the Axidentals, the Ruth Walton Dancers and singer Irene Kral are guests.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Joseph Schildkraut and Harry James and his orchestra are among Dinah's guests tonight.

Monday through Friday, May 25-29

2:30-3 p.m. -- "Haggis Baggis" with Dennis James.

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker.

Monday, May 25

10-10:30 p.m. -- "The Arthur Murray Party" -- tonight's guests are Milton Berle, Red Buttons and Gene Barry.

Tuesday, May 26

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, May 27

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen.

9-9:30 p.m. -- "The Kraft Music Hall Presents Dave King" -- June Havoc is tonight's guest.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, May 28

9:30-10 p.m. -- "The Ford Show" -- Adolphe Menjou is Tennessee
Ernie's guest tonight.

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is emcee.

Friday, May 29

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film is
"The Hostage."

Saturday, May 30

8-9 p.m. -- "The Perry Como Show" -- Andy Griffith, Edd Byrnes,
Betty Johnson and composer Nacio Herb Brown are guests tonight.

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NBC-New York, 5/18/59

AN ADDED AUDIENCE FOR STEVE ALLEN'S PHILOSOPHICAL THOUGHTS

Steve Allen won an added audience for some of his more philosophical thoughts recently, when segments of the NBC-TV Network star's story ("A Most Unusual Autobiography," printed in three parts in recent issues of Look Magazine) were reprinted in the St. George's Bulletin, a publication of St. George's Episcopal Church in New York City.

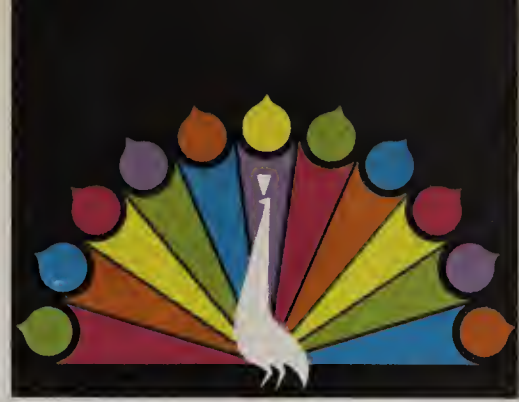
The portions chosen by the editors of the Bulletin were those which dealt with the power of prayer and the fashion in which some people use prayer as entreaty for material objects.

"The most meaningful form of prayer is the prayer of thanksgiving, the prayer for grace, the prayer that we might be given strength to improve our spiritual selves," Allen wrote.

The rector of the church, the Rev. Edward O. Miller, comments: "You don't have to be a theologian to express profound spiritual insights."

NBC-New York, 5/18/59

2 COPIES X-H



May 19, 1959

TWO-HOUR COLORCAST OF 'FIDELIO' TO OPEN AUGMENTED SEASON
OF NBC OPERA COMPANY, SAMUEL CHOTZINOFF ANNOUNCES

- - -

Three Other Color Productions Listed for 1959-60

The NBC Opera Company will open an augmented season in November with a two-hour color production of Beethoven's opera "Fidelio," it was announced today by Samuel Chotzinoff, producer.

Mr. Chotzinoff said the NBC Opera Company will present four productions during the 1959-60 season, bringing to 54 the number of operas it will have produced over a 10-year period. As in the past, all will be sung in English. They also will be telecast in color.

In addition to "Fidelio," Mr. Chotzinoff announced plans for the following other productions by the NBC Opera Company during the coming season:

A two-and-one-half-hour presentation in April of Mozart's "Don Giovanni," for which the noted poets W. H. Auden and Chester Kallman have been commissioned to do the English translation.

A mid-Winter presentation of Mascagni's "Cavalleria Rusticana."

The annual December production of Menotti's modern classic, "Amahl and the Night Visitors."

(more)

2 - NBC Opera Company

The Beethoven and Mascagni operas will be heard in English versions by Joseph Machlis, also commissioned by NBC.

"Through the years, the NBC Opera Company has been distinguished by its choice of opera, and we are especially pleased with the schedule of operas we have arranged for next season," Mr. Chotzinoff said. "In 'Fidelio' and 'Don Giovanni,' we will present two of the greatest masterpieces of the repertoire; 'Cavalleria Rusticana' is a familiar popular favorite, and 'Amahl' represents a work originally commissioned by NBC. We intend to continue presenting such diversified repertoire, and we intend to continue to commission new operas."

Mr. Chotzinoff pointed out that, as in the past, the opera productions will be conceived with dramatic as well as musical emphasis. Outstanding casts and designers for the 1959-60 presentations will be announced soon.

The production team that has been so successful in past seasons again will work on next season's operas. Mr. Chotzinoff is producer, Peter Herman Adler is music and artistic director, and Kirk Browning is director. Louis B. Ames is administrator of the NBC Opera Company.

The NBC Opera Company was formed in 1949 under the leadership of Robert W. Sarnoff, then Director of Unit Productions and now Chairman of the Board of NBC. Under his guidance, it has become one of the major musical influences in American cultural life.

Following a series of experimental opera scenes in 1949, the NBC Opera launched its regular schedule in January, 1950, with a production of Kurt Weill's "Down in the Valley." Since then it has

(more)

3 - NBC Opera Company

presented 50 television productions, all sung in English, to millions of viewers across the country.

Through the years, the NBC Opera has compiled an impressive record of presenting new and seldom heard operas in addition to established favorites.

Five operas were commissioned by NBC -- two from Gian Carlo Menotti, and one each from Lukas Foss, Bohuslav Martinu and Stanley Hollingsworth.

The NBC Opera has presented the American premieres of such works as "Billy Budd" by Britten, "War and Peace" by Prokofiev, and the original version of "Ariadne Auf Naxos" by Strauss.

Such infrequently performed works as Puccini's "Sister Angelica," "Il Tabarro" and "Gianni Schicchi" have been presented, as well as the first nationwide performances of Poulenc's "Dialogues of the Carmelites," Bernstein's "Trouble in Tahiti" and Giannini's "Taming of the Shrew."

Among the outstanding designers who have worked on NBC Opera Company productions are Eugene Berman, Rouben Ter-Arutunian, Ed Wittstein, Otis Riggs, William Molyneux and Henri Crayon.

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NBC-New York, 5/19/59

NBC TELEVISION NETWORK



NEWS

May 19, 1959

LIST OF NBC OPERA COMPANY PRODUCTIONS

Following is a list of NBC Opera Company productions since its formation in 1949.

Experimental Season

1949-50

2 scenes from BARBER
1 scene from BARTERED BRIDE
LA BOHEME - Act IV
THE OLD MAID AND THE THIEF

* * *

DOWN IN THE VALLEY	1/14/50
MADAM BUTTERFLY	2/6/50
THE BAT (Fledermaus)	3/8/50
TALES OF HOFFMANN	4/30/50
CARMEN	12/17/50
HANSEL AND GRETEL	12/25/50
GIANNI SCHICCHI	2/11/51
PAGLIACCI	10/4/51
RSVP (Monsieur Choufleuri) Offenbach	11/1/51
**AM AHL AND THE NIGHT VISITORS	12/24/51
PIQUE DAME	1/3/52
IL TABARRO	2/14/52
THE BARBER OF SEVILLE	3/6/52
AM AHL AND THE NIGHT VISITORS	4/13/52
GIANNI SCHICCHI	5/1/52
*BILLY BUDD	10/19/52
TROUBLE IN TAHITI (BERNSTEIN)	11/16/52
AM AHL AND THE NIGHT VISITORS	12/25/52
**THE MARRIAGE (Martinu)	2/7/53
SISTER ANGELICA	3/7/53
ROSENKAVALIER	4/25/53
" (Part 2)	5/2/53
CARMEN	10/31/53
MACBETH	11/28/53
AM AHL AND THE NIGHT VISITORS	12/20/53

(more)

2 - NBC Opera Company -- Productions

THE MARRIAGE OF FIGARO	2/7/54
" (Part 2)	2/13/54
THE TAMING OF THE SHREW	3/13/54
(Giannini)	
PELLEAS AND MELISANDE	4/10/54
SALOME	5/8/54
ABDUCTION FROM THE SERAGLIO	10/31/54
SISTER ANGELICA	12/5/54
AM AHL AND THE NIGHT VISITORS	12/19/54
TOSCA	1/23/55
*THE WOULD-BE GENTLEMAN	2/27/55
(With "Ariadne auf Naxos")	
THE SAINT OF BLEEKER STREET	5/15/55
**GRIFFELKIN	11/6/55
MADAM BUTTERFLY	12/4/55
AM AHL AND THE NIGHT VISITORS	12/25/55
MAGIC FLUTE	1/15/56
**THE TRIAL AT ROUEN	4/8/56
LA BOHEME	11/18/56
AM AHL AND THE NIGHT VISITORS	12/24/56
WAR AND PEACE	1/13/57
LA GRANDE BRETECHE	2/10/57
LA TRAVIATA	4/21/57
DIALOGUES OF THE CARMELITES	12/8/57
AM AHL AND THE NIGHT VISITORS	12/25/57
RIGOLETTO	2/16/58
COSI FAN TUTTE	4/6/58
AM AHL AND THE NIGHT VISITORS	12/14/58
**MARIA GOLOVIN	3/8/59

* American Premiere

** World Premiere

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NBC-New York, 5/19/59



TRADE NEWS

A SERVICE OF



May 19, 1959

FORD RENEWS 'THE FORD SHOW' STARRING TENNESSEE ERNIE FOR FOURTH SEASON ON NBC-TV NETWORK

Sponsorship of "The Ford Show" starring Tennessee Ernie Ford has been renewed by the Ford Division of the Ford Motor Company for the 1959-60 season on the NBC Television Network, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The order marks the fourth consecutive season that Ford has sponsored the program, which is colorcast Thursdays (9:30-10 p.m. EDT). The agency for Ford is the J. Walter Thompson Company. It will return to the air Oct. 1.

Tennessee Ernie has highlighted the series with a special presentation of Gilbert and Sullivan's "The Mikado," a reunion with his former singing star, Molly Bee, and Jose Ferrer, Kate Smith, Carol Channing and other top performers as guest stars. Last Christmas, the show joined the list of NBC programs that are colorcast each week.

"The Ford Show" will conclude its present season June 25 and will resume Oct. 1.

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TRADE NEWS

May 19, 1959

SELECTED FULL-HOUR 'SUSPICION' FILMED DRAMAS WILL BE PRESENTED
AS NBC-TV NETWORK SUMMER SERIES WITH WALTER ABEL AS HOST

Veteran actor Walter Abel will serve as the live host of "Suspicion," a filmed series of one-hour dramas selected to "fascinate, mystify and suspend" the viewer, beginning on the NBC-TV Network on Sunday, June 14 from 7:30 to 8:30 p.m. EDT. The series, comprised of 13 films originally seen during the 1957-58 television season on NBC, takes the time-spot of "The Steve Allen Show" for the Summer weeks.

"Suspicion" features stories by famous authors adapted by leading television dramatists and featuring well-known stars of television, motion pictures and the theatre.

The premiere film, "Meeting in Paris" stars host Abel, Rory Calhoun and Jane Greer. It concerns Elliott West (Calhoun) an American, who encounters his ex-wife Claire (Miss Greer) in Paris and agrees to aid her in fleeing the French capital, along with her new husband. West is approached by a Major Dembro (Abel), who tells him quite a different story about Jane's reasons for wishing to leave Paris, a tale which involves deception, intrigue and involvement with the black market.

Other titles to be seen -- and the stars who appear in them -- include:

June 21 -- "Doomsday" starring Dan Duryea and Robert Middleton.

(more)

2 - 'Suspicion'

June 28 -- "The Woman Turned to Salt" starring Michael Rennie, Pamela Brown and Susan Oliver.

July 5 -- "The Flight" starring Audie Murphy, Everett Sloane, Henry Brandon, Susan Kohner and Jack Warden.

July 12 -- "The Eye of Truth" starring Joseph Cotten, George Peppard and Leora Dana.

July 19 -- "Eye For Eye" starring Ray Milland, Macdonald Carey, Kathleen Crowley and Andrew Duggan.

July 26 -- "Fraction of a Second" starring Bette Davis.

Aug. 2 -- "Protegee" starring Agnes Moorehead, Phyllis Love, William Shatner and Jack Klugman.

Aug. 9 -- "Comfort for the Grave" starring Paul Douglas and Jan Sterling.

Aug. 16 -- "A Touch of Evil" starring Harry Guardino, Audrey Totter, Bethel Leslie and John Carradine.

Aug. 23 -- "The Other Side of the Curtain" starring Donna Reed.

Aug. 30 -- "Death Watch" starring Edmond O'Brien and Janice Rule.

Sept. 6 -- "Four O'Clock" starring E. G. Marshall and Nancy Kelly.

Alfred Hitchcock and Alan Miller were the executive producers of the "Suspicion" series with Frank P. Rosenberg, Richard Lewis, William Frye and others serving as producers. Directors were James Neilson, John Brahm, Don Weiss, Herschel Daugherty and others.

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NBC-New York, 5/19/59

NBC TELEVISION NETWORK



NEWS

May 19, 1959

ARCHIBALD MacLEISH BRIEFS CAST OF HIS OWN NEW TV PLAY,
'THE SECRET OF FREEDOM,' AT FIRST REHEARSAL

- - -

Drama Written Expressly for NBC-TV Network Production

Pulitzer Prize-winning dramatist Archibald MacLeish briefed the cast of his own new television play, "The Secret of Freedom," as first rehearsal began in an NBC studio in New York today.

Filming of the play, written expressly for NBC-TV Network production, will begin next week. Tony Randall, Thomas Mitchell and Kim Hunter are the stars, with John McGiver, Lonny Chapman and Michael Pollard co-starring. Robert D. Graff is the producer, Alan Schneider the director.

"I didn't start out to write a TV play as such," MacLeish told the assembled players. "Robert Graff came to see me last Summer and said NBC wanted two dramas dealing with democracy's worldwide rivalry with communism. I wanted to do something about it.

"What I started with was an idea: We are in a very confused and very dangerous state of mind in this country today. A few years ago we realized we were not the new and young country we have always pictured ourselves to be. We are not the nation that everybody loves.

"I thought of using television as a way of getting across an idea, something people can believe in. It began as a kind of

(more)

2 - 'The Secret of Freedom'

series of 20 or so testimonials for democracy with some sort of dramatic structure. It gradually became a play. Now it belongs to the people who are in it."

Doc, the town librarian, spry of limb and tart of tongue, will be played by Thomas Mitchell. Tony Randall will portray Joe, a factory superintendent, and Miss Hunter will be his wife, Jill.

Speaking of the impression he hopes to achieve, MacLeish said:

"I'd like to see this play create an illusion of reality, so one feels, looking at it, 'That's me out there; this is happening to me.' The subject demands the involvement of the audience in the action. The viewers should see themselves in Jill and Joe and in Doc, who is of a kind of a lot of people I have seen."

MacLeish's TV play is in prose. His current Broadway play, "J. B.," which earlier this month won the 1959 Pulitzer Prize for drama, is in verse. It was his third Pulitzer award; the others, in 1933 and 1953, were for poetry. The telecast date of "The Secret of Freedom" will be announced later.

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NBC-New York, 5/19/59

series of 20 or so testimonials for democracy with some about 15
dramatic structure. It probably became a play. Now it belongs to
the people and the world."

Too, the town librarians, part of time and part of money,
will be played by these librarians. They should all be ready to go,
factory superintendent, and that latter will be his wife, Miss.
Speaking of the importance, he hopes to achieve, Michael

and

"It's like to see this play across an Atlantic of reality.
one feels, looking at it, that's not just chance but is happening
to me. The subject demands the involvement of the audience in the
action. The viewer should see themselves in this and be part of the
and is of a kind of a lot of people I have seen."

Michael's TV play is a success. It is a success because play,
U. S., which earlier this month was the 1955 Pulitzer Prize for
drama, is in verse. It was the third Pulitzer award. The others in
1953 and 1955 were for poetry. The Pulitzer Prize of "The Sound of
Music" will be announced later.

THE NEW YORK TIMES

Attention, Sports Editors

SPORTSCASTERS BUD PALMER, CHICK HEARN AND RAY SCOTT
AND TV STAR ED SULLIVAN TEAM UP FOR COMMENTARY ON
NATIONAL OPEN GOLF CHAMPIONSHIP TELECAST JUNE 13

Sportscasters Bud Palmer, Chick Hearn and Ray Scott and television star Ed Sullivan will team up to comment on the action when the NBC-TV Network televises the windup of the 59th annual National Open Golf Championship at Winged Foot Golf Club in Mamaroneck, N. Y., Saturday, June 13, from 4:30 to 6 p.m. EDT.

Palmer, Hearn and Scott all have covered the Open in past years for NBC-TV. This is the third straight year for Hearn, who also was one of the NBC-TV announcers at the recent Tournament of Champions in Las Vegas. Sullivan, noted TV emcee and syndicated columnist has been assigned as the color commentator for the 90-minute golf telecast.

NBC-TV's coverage will include the play at the final three holes in the fourth and climactic round of the National Open. A total of 150 of the world's leading golfers will compete in the tournament over the 6,873-yard, par 70 Winged Foot course.

NBC-TV is carrying the conclusion of the golf classic for the sixth consecutive year. The telecast will be sponsored by Eastman Chemical Products, Inc.

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NBC-New York, 5/19/59

DREW PEARSON TO TOUR ALASKAN MILITARY BASES FOR TV

Drew Pearson, noted columnist and commentator, will tour Alaskan military installations in a filmed report to be telecast Sunday, May 24 (NBC-TV Network, 6:30-7 p.m. EDT).

He will inspect American bases and interview military authorities on questions of defending Alaska from enemy attack. The special program will pre-empt "Chet Huntley Reporting."

PANEL COMPLETED TO INTERVIEW VANNENAR BUSH ON 'MEET THE PRESS'

Roscoe Drummond of the New York Herald Tribune will join the panel interviewing Dr. Vannevar Bush on "Meet the Press" Sunday, May 24 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

The other panelists will be Peter Edson of NEA, Edwin Dale of the New York Times and Lawrence Spivak, producer and permanent panelist of the program. Dr. Bush, a leading authority on modern weapons, was recently named head of a committee to mobilize support for President Eisenhower's Mutual Security Program.

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NBC-New York, 5/19/59

COLORCAST



May 19, 1959

FOR TEMPO, RHYTHM AND A COLORFUL GOOD TIME
TUNE IN 'MIDWESTERN HAYRIDE' DONE IN RHYME

The entire show will be done in rhyme

When on Sunday, May 24 (7 p.m. EDT) it's time

For the second "Midwestern Hayride" spree,

In color, on NBC-TV.

Two numbers will keep Bobby Bobo singing --

"Mama Don't Allow No Music" and "Let the Bells Keep Ringing."

Nancy Dawn also takes part,

Her songs include "Your Cheatin' Heart."

Helen and Billy Scott sing, too,

Then "Scarlet Ribbons" by Bonnie Lou.

The Midwesterner dancers have a ball,

Slim Helson will provide the call.

The Hometowners and the Lucky Pennies five

Will help to keep things alive.

Dean Richards is the show's emcee

For the country-style variety.

P.S. There's also a "Lichtensteiner Polka" accordion duet
by Buddy Ross and Frankie Taylor, but that was too
tough to rhyme.

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TRADE NEWS

2 COPIES X-H

May 20, 1959

NINE NEW ORDERS AND FOUR RENEWALS, TOTALING \$1,012,000
IN GROSS BILLINGS, PLACED WITH NBC-TV NETWORK'S
"TODAY" AND "THE JACK PAAR SHOW"

Nine new and four renewal orders have been placed with the NBC Television Network's "Today" program, which stars Dave Garroway, and "The Jack Paar Show," for a total of \$1,012,000 in gross billings, it was announced today by Jerry A. Danzig, Vice President, NBC Participating Programs.

First quarter sales on the "Today" program represent a gain of 128 per cent in paid participations over the same period in 1958, Mr. Danzig said. The Paar sales for the first quarter show an increase of 93 per cent, with both participating programs combined reflecting a 105 per cent gain over the first three months of last year, he added.

Included in the new business are major purchases by the American Petroleum Institute and the Palm Beach Company on the "Today" show, and the Polk-Miller Products Corporation on "The Jack Paar Show."

American Petroleum Institute, through Sullivan, Stauffer, Colwell & Bayles, Inc., has ordered 20 institutional advertising participations on the "Today" show, beginning June 9. The Palm Beach Company, for its men's suits, sport jackets and slacks, has ordered 17 participations on "Today" beginning Sept. 16. The order was placed through Grey Advertising Agency, Inc.

(more)



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2 - Participating Program Sales

The Polk-Miller Products Corporation order, for 10 participations on "The Jack Paar Show," was for its Sergeant Dog Remedies and is effective June 8. N. W. Ayer & Sons, Inc., is the agency for Polk-Miller Products Corporation.

Other advertisers placing new orders with NBC's Participating Programs, and their agencies, are:

The Savings and Loan Foundation, Inc., through McCann-Erickson, Inc., has ordered two participations on "Today" starting June 29.

Wembley Inc., for its Wembley neckwear, through Walker Saussy Advertising Inc., has ordered seven participations on "The Jack Paar Show" starting Nov. 3.

The Palm Beach Company, for its men's suits, sport jackets and slacks, has ordered three participations on "The Jack Paar Show" starting Sept. 7. The order was placed through Grey Advertising Agency, Inc.

The Howard D. Johnson Company, for its chain restaurants, ice creams, motor lodges and frozen foods, has ordered eight participations on "Today" beginning April 27. The order was made through N. W. Ayer & Sons, Inc.

The General Mills Company, through Knox, Reeves Advertising, Inc., has ordered one participation for its Sno-Flok decoration spray on "The Jack Paar Show" on Dec. 7.

Burlington Ribbon Mills, through S. R. Leon Company, Inc., has ordered six participations on "The Jack Paar Show" for its Bur-Mil bows, starting Nov. 20.

(more)

3 - Participating Program Sales

Highlighting the renewals is an order from Thomas J. Lipton, Inc., of Lever Brothers Company for Lipton Tea for 12 more participations on "The Jack Paar Show," beginning June 24. The order was placed through Young & Rubicam, Inc.

Other advertisers placing renewal orders and their agencies are:

Ben Mont Papers Inc., through Woodard, Voss & Hevenor Inc., for its metalized Saran icicles, has ordered five participations on "Today" starting Dec. 7.

American Marietta Company for its O'Cedar Division placed an order for six more participations on "The Jack Paar Show" beginning Aug. 24. The order was placed through Turner Advertising Agency.

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NBC-New York, 5/20/59



May 20, 1959

DICK BERG SIGNED BY NBC TELEVISION NETWORK
AS A WRITER-PRODUCER AND CONSULTANT

Dick Berg, who has written scripts for most of television's one-hour and 90-minute dramatic series, has been signed to a contract with the NBC Television Network as a writer-producer and consultant, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Mr. Berg is the writer of "Johnny Staccato" and "Five Fingers," both of which will be premiered on NBC-TV in the Fall. He wrote the pilots for both series, working on "Five Fingers" with Martin Manulis, Executive Producer, 20th Century-Fox Television, and on "Johnny Staccato" at Revue Productions.

Mr. Berg, who is presently adapting the best-selling novel, "The Dud Avocado," for a Walter Wanger production at 20th Century-Fox Studios, will operate from Hollywood, developing new properties for NBC Television that will include series and major network dramatic programs. He is also currently under contract with the Hecht-Hill-Lancaster movie producing company.

(more)



Page 10

THESE THINGS ARE NOT TO BE TAKEN
AS A MATTER OF COURSE

It is true, and we must admit, that the
policy of the Government in regard to the
Chinese is a matter of course. It is a
policy of exclusion and discrimination. It is
a policy of the Government, and it is a
policy of the people.

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policy of exclusion and discrimination. It is
a policy of the Government, and it is a
policy of the people.

THESE THINGS ARE NOT TO BE TAKEN

2 - Dick Berg

Long associated with television, Mr. Berg has written scripts for more than 20 one-hour and 90-minute network telecasts, including "Kraft Theater," "Robert Montgomery Presents," "Kaiser Aluminum Hour," "Playhouse 90" and "Studio One."

His "Man on a Rock," telecast last season, was nominated for a Screen Producers Award. Another of his plays, "The Drop of a Hat," has been published by Dramatists Play Service and is presently being adapted for the stage by Mr. Berg.

Mr. Berg is married and the father of three children.

-----O-----

NBC-New York, 5/20/59



May 20, 1959

NBC'S RAYMOND F. GUY HONORED WITH FELLOWSHIP AND CITATION
FROM THE AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

Raymond F. Guy, Senior Staff Engineer for the National Broadcasting Company, has been awarded a Fellowship in the American Institute of Electrical Engineers.

At the same time, Mr. Guy received a citation from the Institute "for contributions to the technical development of radio and television network broadcasting."

Mr. Guy, who is active in many industry-wide affairs, is also a member of the AIEE Committee on Television and Aural Broadcasting, a past president of both the Institute of Radio Engineers and Broadcast Pioneers (which recently presented him with a special citation for distinguished service) and has served as chairman of the Engineering Advisory Committee of the National Association of Broadcasters and as chairman of the Engineering Committee of the Voice of America.

-----O-----

NBC TELEVISION NETWORK



NEWS

May 20, 1959

THE TOWN OF MOUNT HOLLY, NEW JERSEY--55 MILES FROM NEW YORK CITY--
WILL BE SETTING FOR ARCHIBALD MacLEISH'S NBC-TV NETWORK PLAY,
"THE SECRET OF FREEDOM"; FILMING WILL START MAY 25

The whole of "The Secret of Freedom," the full-hour play
Pulitzer Prize-winning dramatist Archibald MacLeish has written for
production by the NBC-TV Network, will be filmed in a "typical"
American town starting Monday (May 25). The town: Mount Holly, N. J.

The cast, headed by Tony Randall, Thomas Mitchell and Kim
Hunter, will be on location with camera crew in the New Jersey
community, 55 miles from New York City, for two weeks.

True settings for extended dramatic sequences in the play,
which deals with democracy's worldwide rivalry with communism, will
include Splicer's Barber Shop, Becker's Market, Boyd's Service Station,
Hack's Canoe Retreat, The Eagle Dyeing and Finishing Company, Brainard
Junior School, as well as the firehouse and the historic courthouse.

A house belonging to Mr. and Mrs. W. A. Fenimore will become
the dwelling of the script's Joe and wife Jill (Randall and Miss
Hunter). The Mount Holly Library will become the reserve of the
script's Doc (Mitchell), town librarian.

MacLeish's script notation for the TV play's setting says:
"The action of the film takes place at the present time in a typical

(more)

2 - 'The Secret of Freedom'

American town of 25,000 population." (Mount Holly had a population of 8,205 in the 1950 census.)

Robert D. Graff, the program's producer, explains his choice of Mount Holly this way:

"After a two-day aerial tour of the tri-state area, we listed Mount Holly as a possible site. We finally decided upon the community following a trip down there by auto. It seemed a natural for what we are trying to portray."

Graff said that the people of the community have been "falling over backward" to be helpful. "Town officials as well as private citizens have been unstinting with their cooperation," he said.

Some of these citizens will portray themselves in bit parts.

Co-starring with Randall, Mitchell and Miss Hunter will be John McGiver, as a grocer; Lonny Chapman, as a filling station owner, and Michael Pollard, as a shoeshine boy. John Herman is associate producer, Alan Schneider director.

-----O-----

NBC-New York, 5/20/59

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK EVENING SUMMER SCHEDULE

- - -

Top Names, New Programs, Live-in-Color Telecasts
Every Night, and Pick of Filmcasts in Lineup

Top-calibre personalities, new programs, live-in-color telecasts every night and the pick of the season's filmcasts will highlight the NBC-TV Network's evening Summer schedule.

Teresa Brewer, Tony Bennett and the Four Lads; Janet Blair and John Raitt; Donald Cook and Joan Bennett; Dave King; Mike Wallace, Celeste Holm, Sir Cedric Hardwicke and Gene Klavan, plus an outstanding array of guest talent, will assure the network's viewers of top-quality programming throughout the Summer.

The latest schedule follows (all times EDT):

Monday (P.M.)

7:30-8:00 - "Buckskin" repeats, June 1-Sept. 21.

8:00-8:30 - "The Restless Gun" repeats, June 29-Sept. 14.

8:30-9:00 - "Tales of Wells Fargo" repeats, June 22-

Aug. 31.

9:00-9:30 - "Peter Gunn" repeats, June 22-Sept. 14.

9:30-10:00 - The Alcoa/Goodyear series repeats, June 22-

Sept. 21.

10:00-10:30 - "The Arthur Murray Party" repeats and five
new shows, June 29-Sept. 21. COLOR

(more)

2 - Summer Schedule

Tuesday (P.M.)

- 7:30-8:00 - "Dragnet" repeats and eight new shows,
May 5-Sept. 22.
- 8:00-8:30 - "Steve Canyon" repeats, June 9-Sept. 22.
- 8:30-9:00 - "The Jimmie Rodgers Show" will run live
through the Summer. COLOR
- 9:00-9:30 - "The Californians" repeats, June 2-Sept. 15.
- 9:30-10:00 - "The Bob Cummings Show" repeats, July 14-
Oct. 6.
- 10:00-10:30 - "The David Niven Show" repeats, July 14-
Sept. 15.

Wednesday (P.M.)

- 7:30-8:30 - "Wagon Train" repeats, July 1-Sept. 23.
- 8:30-9:00 - "The Price Is Right" will continue live
through the Summer. COLOR
- 9:00-9:30 - "The Kraft Music Hall Presents Dave King"
will be telecast live, May 20-
Sept. 23. COLOR
- 9:30-10:00 - "Bat Masterson" repeats, July 15-Sept. 23.
- 10:00-10:30 - 14 "This Is Your Life" repeats, June 24-
Sept. 23.

Thursday (P.M.)

- 7:30-8:00 - "Texas Rodeo" started April 30 and will run
through Sept. 24 (tape).
- 8:00-8:30 - A new quiz panel show titled "Who Pays?"
will begin, live from New York, on
July 2 and run through Sept. 24.
Mike Wallace will emcee the show, and
Celeste Holm and Gene Klavan will be
among the panelists.
(more)

7:30-8:00 - "Tonight's News" repeats and also new news.
July 2-3rd, 1961.

8:00-8:30 - "Steve Canyon" repeats, June 2-3rd, 1961.
8:30-9:00 - "The Glenn Rogers Show" will run live

through the summer. Color

9:00-9:30 - "The Californians" repeats, June 2-3rd, 1961.
9:30-10:00 - "The Bob Cummings Show" repeats, July 1st.

July 2.

10:00-10:30 - "The David Living Show" repeats, July 1st.
July 12.

7:30-8:30 - "Jason King" repeats, July 1-3rd, 1961.
8:30-9:00 - "The Glenn Rogers Show" will continue live

through the summer. Color

9:00-9:30 - "The Glenn Rogers Show" repeats, July 1st.
Will be repeated July 1st, 1961.

July 23. Color

9:30-10:00 - "The Californians" repeats, July 18-20th, 1961.
10:00-10:30 - 14 "This is Your Life" repeats, June 2nd.

July 23.

7:30-8:00 - "The Glenn Rogers Show" repeats, July 1st and will run
through July 24 (live).

8:00-8:30 - A new quiz show, "The Price is Right", will begin, live from New York on
July 2 and run through Sept. 1st.

Will be followed by a game and show, and
between 10:00 and 10:30 there will be

3 - Summer Schedule

Thursday (P.M.) (Cont'd)

- 8:30-9:00 - "Too Young To Go Steady" (live) will run through June 25. On July 2, "The Lawless Years" will move to this time period. There will be 3 new "Lawless Years" shows and 10 repeats ending on Sept. 24.
- 9:00-9:30 - "Bachelor Father" (film repeats) begins on June 18 replacing "Laugh Line" which ends June 11. "Bachelor Father" repeats end on Sept. 10.
- 9:30-10:00 - "21 Beacon Street" (film) begins on July 2 and will run through Sept. 24.
- 10:00-10:30 - "Groucho Marx--You Bet Your Life" repeats, June 25-Sept. 17.
- 10:30-11:00 - "Masquerade Party" will continue live through the Summer. COLOR

Friday (P.M.)

- 7:30-8:00 - "Northwest Passage" repeats through Sept. 18. COLOR
- 8:00-9:00 - "Ellery Queen" repeats (tape), June 19-Sept. 4. COLOR
- 9:00-9:30 - "M-Squad" repeats, July 10-Sept. 11.
- 9:30-10:00 - The Summer replacement for "The Thin Man" will be a Western anthology, title to be announced (film).
- 10:00-con- - "Cavalcade of Sports" will continue live
clusion through the Summer.
- ?-11:00 - "Jackpot Bowling" will continue live through
(more) the Summer.

4 - Summer Schedule

Saturday (P.M.)

7:30-8:00 - "People Are Funny" repeats, April 11-Sept. 5.

8:00-9:00 - "Perry Presents" -- a musical variety show
(live) starring Tony Bennett, Teresa
Brewer and the Four Lads, will begin
on June 13 and run through Sept. 5.

COLOR

9:00-9:30 - "Black Saddle" repeats, June 6-Sept. 5.

9:30-10:30 - "Cimarron City" repeats through Oct. 3.

10:30-11:00 - "The D.A.'s Man" repeats, July 4-Aug. 29.

Sunday (P.M.)

7:00-7:30 - "Midwestern Hayride" (live from Cincinnati)
through Sept. 6. COLOR

7:30-8:30 - "Suspicion" (film repeats) begins on June 14
and will run through Sept. 20.

8:30-9:00 - "Pete Kelly's Blues" repeats, July 12-
Sept. 20.

9:00-10:00 - "The Chevy Show" (live), starring Janet Blair
and John Raitt June 7-Sept. 27. COLOR

10:00-10:30 - Repeats of episodes of "The Loretta Young
Show" in which Miss Young did not
participate as an actress. July 5-
Sept. 27.

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GROUCHO MARX RETURNING TO EASTERN STRAWHAT CIRCUIT THIS SUMMER
FOR THIRD YEAR IN 'TIME FOR ELIZABETH,' PLAY HE CO-AUTHORED

Groucho Marx returns to the Eastern strawhat circuit this Summer for the third consecutive year as the star of "Time for Elizabeth," the comedy he co-authored with Norman Krasna.

The quizmaster of NBC's long-reigning "Groucho Marx -- You Bet Your Life" show plans to leave Hollywood for New York City in mid-June to cast the comedy. He will be accompanied by his wife, Eden, who again will play a small part in the show, and by Robert Dwan, director of the NBC series, who also will direct the stage venture.

Groucho will open his Summer stock run of four weeks on July 6 at Sacandaga Park near Northville in the Adirondacks of upper New York State. On July 13, he moves the play to the Spa Summer Theater in Saratoga Springs, N. Y. He closes the season with a two-week engagement at the Edgewater Beach Hotel in Chicago starting July 20.

When Groucho first went out with his show two Summers ago, he played it for just two weeks. Because of the reviews and crowds he drew, he expanded the run to three weeks last Summer, when he again won raves and broke box-office records. Now he is booked for four weeks.

"At this rate," he quipped, "I may soon be doing 'Time for Elizabeth' most of the year and 'You Bet Your Life' in the Summer only."

("Groucho Marx -- You Bet Your Life" is presented on the NBC-TV Network Thursdays at 10 p.m. EDT, and on the NBC Radio Network Mondays at 8:05 p.m. EDT.)

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NBC-New York, 5/20/59

NBC TELEVISION NETWORK



NEWS

May 20, 1959

CORRECTION, PLEASE IN JUNE COLOR SCHEDULE

Please make the following changes in the NBC-TV Network
Colorcast Schedule for June:

Saturdays, June 6, 13 and 20

10-10:30 a.m.	Kill:	Colorcast of "Howdy Doody." Program will be telecast in black and white only on these dates.
10:30-11 a.m.	Kill:	Colorcast of "The Ruff and Reddy Show." Program will be telecast in black and white only on these dates.

NOTE: "Howdy Doody" and "The Ruff and Reddy Show" will
become regular weekly colorcast series on June 27.

-----o-----

CREDITS FOR "SPACE...MAN'S LAST FRONTIER" ON THE NBC-TV NETWORK
(SUNDAY, MAY 24, 5 TO 6 P.M. EDT)

The peacetime uses to which national security-inspired space flight research can be applied will be dramatized in "Space...Man's Last Frontier," which will give viewers an absorbing look-in-depth at the sequence of events leading to the U. S. A.'s first manned space satellite.

PRODUCED BY: Robert Saudek Associates

EXECUTIVE PRODUCER: Robert Saudek

DIRECTOR: William A. Graham

WRITER: Andrew K. Lewis

HOST-NARRATOR: Alistair Cooke

GUEST NARRATORS: Dr. Arthur Kantrowitz, pioneer in gas dynamics research and director of Avco Research Laboratory, Everett, Mass.; Dr. Donald R. Walker, of the Avco Research and Advanced Development Division; Lt. Col. William R. Turner, of the Air Force's Research and Development Command.

OTHER PARTICIPANTS: Dr. James R. Killian Jr., special assistant to President Eisenhower for science and technology; Lt. Gen. Bernard A. Schriever, chief of the Air Force's Air Research and Development Command; Gen. Samuel F. Anderson, chief
(more)

2 - Credits for "Space...Man's Last Frontier"

OTHER PARTICIPANTS:
(CONT'D)

of the Air Force's Air Materiel command;
Dr. T. Keith Glennan, director of the
National Aeronautics and Space
Administration.

FEATURE EDITOR:

Mary V. Ahern

PRODUCTION DESIGNER:

Henry May

PRODUCTION CONTROLLER:

Richard H. Thomas

SPONSOR:

The Avco Corporation

AGENCY:

Benton & Bowles, Inc.

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NBC-New York, 5/20/59

EXHIBITANTS:
(CONT'D)

at the Air Force's Air Research Center;

Dr. T. Nelson, Director of the

National Aeronautics and Space

Administration.

Miss M. A. Smith

Miss M. A. Smith

Miss M. A. Smith

The Air Force

Research & Development, Inc.

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TRADE NEWS

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COLORCAST

May 21, 1959

LEVER BROTHERS AND SPEIDEL AGAIN WILL SHARE SPONSORSHIP OF 'THE PRICE IS RIGHT' WEDNESDAY NIGHT COLORCASTS

Sponsorship of NBC-TV's popular nighttime audience participation quiz, "The Price Is Right," will be shared again during the 1959-60 season by the Lever Brothers Company and the Speidel Corporation, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The high-rated colorcast quiz participation show will begin its third nighttime season Wednesday Sept. 23, (8:30-9 p.m. NYT). Bill Cullen, emcee of the show since it started, offers a panel of bidders each week a chance to win prizes which may range from an electric clock to a trip around the world.

The agency for Lever Brothers is Ogilvy, Benson and Mather, Inc. Representing Speidel is Norman, Craig and Kummel, Inc.

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NBC TELEVISION NETWORK



NEWS

May 21, 1959

SEVEN FULL-HOUR NBC NEWS SPECIAL PROGRAMS TO BE TELECAST
IN PRIME EVENING TIME, OFFERING MORE IN-DEPTH
STUDIES OF CURRENT VITAL ISSUES

NBC News is preparing seven full-hour news and information special programs for presentation in prime evening time on the NBC Television Network, it was announced today by William R. McAndrew, Vice President, NBC News.

"These programs are the continuation of the policy of NBC management to present more and more in-depth studies of the vital issues of our day in peak audience time periods," Mr. McAndrew said. "There will be an increasing number of such programs in prime viewing hours during the coming months, with at least one presented per month in the Summer and Fall schedules."

Mr. McAndrew said that the seven programs were in addition to the NBC News Special, "I Take Thee," a study of marriage rackets scheduled for the evening of Thursday, June 4 (7:30-8:30 p.m. EDT). He pointed out that in the past season NBC News presented 11 prime-time specials, including most recently "Primer on Geneva" (May 3, 7:30-8 p.m.), "Why Berlin?" (May 8, 8-9 p.m.) and "Red China Update" (May 10, 7-7:30 p.m.).

Mr. McAndrew said preparation of the seven programs was being financed in part by a new development fund, established recently

(more)

to enable NBC News to step up its already extensive activities in research and program development.

He outlined the seven prime-time specials as follows:

Two programs on "Africa: Its New Nationalism," focusing especially on the economic, political and social patterns in such newly emerging nations as Ghana, Guinea, Nigeria and Nyasaland. Chet Huntley will do the commentary on both programs.

"Spotlight on Latin America," which will search out new political developments in the Caribbean and Central and South America. The husband-and-wife team of Wilson and Lee Hall recently left New York to tour the area for several months and gather material for the program.

A mid-year appraisal of major world news developments by NBC News correspondents covering key areas. The date of the telecast will depend on whether or when an East-West "summit conference" is held. Participants will include Joseph C. Harsch, Edwin Newman, Irving R. Levine and David Brinkley.

"The Best of '59," a year-end innovation illustrated by the most interesting, most exciting and most significant news film shot by NBC News' prize-winning cameraman during 1959.

"Projection '60," in which NBC News will continue its practice of bringing home several overseas correspondents for a roundtable discussion with several domestic correspondents on some of the main issues facing the world at the end of the year.

A special program probing the background of a major news event, to be scheduled late in June. Details will be announced soon.

-----o-----

NBC-New York, 5/21/59

SAUDEK-PRODUCED AVCO SPECIAL ON NBC-TV NETWORK WILL INCLUDE FIRST
PUBLIC SHOWING OF 'PLASMA JET,' MAJOR CONTRIBUTION TO SPACE AGE

A major scientific discovery, the "plasma jet" -- a heat-producing device capable of creating temperatures one and a half times greater than on the surface of the sun -- will have its first and exclusive public showing, along with a variety of missiles and machines, on the Robert Saudek Associates production of "Space...Man's Last Frontier" on the NBC-TV Network Sunday, May 24 (5-6 p.m. EDT).

The "plasma jet" delivers an estimated 15,000 degrees Fahrenheit via an electrical surge of more than 15,000,000 watts. Estimates of the sun's surface temperature range between 10,000 and 11,000 degrees Fahrenheit.

The device, a forerunner to manned space travel, is not in operation at the \$23,000,000 Avco Research Center in Wilmington, Mass., the dedication of which is being marked by the special telecast with Alistair Cooke as host.

The Avco Corporation is sponsor of the program, through Benton & Bowles, Inc.

-----O-----

NBC-New York, 5/21/59

NBC'S MIMI HOFFMEIR HEADS NEW YORK CHAPTER
OF AMERICAN WOMEN IN RADIO AND TV

Mimi Hoffmeir, manager of the NBC Program Analysis Department, was elected president of the New York Chapter of American Women in Radio and Television at a meeting last night (May 20). A charter member of the chapter, she succeeds Miss Lucille Mason, casting director of Compton Advertising, Inc.

Miss Hoffmeir, who in private life is Mrs. Edward Brother, is also a member of the Radio and Television Executives Society. In Wilton, Conn., where she resides with her husband and two daughters, she has long been active in the Wilton Playshop's production of various theatrical enterprises. She is a past president of the group.

-----O-----

NBC-New York, 5/21/59

"QUEEN FOR A DAY" JOINS COLORADO'S "RUSH TO THE ROCKIES"
AND "GOES WESTERN" FOR TELECASTS FROM DENVER JUNE 1-5

Even "Queen for a Day" (NBC-TV Network, Monday through Friday, 2 p.m. EDT) is goin' Western!

Leading the posse will be jovial Jack Bailey who will be turning in his royal wand for a marshal's badge -- temporarily. The occasion is Colorado's "Rush to the Rockies," the big festival which brings "Queen for a Day" to Denver, Colo., from Monday, June 1 through Friday, June 5.

Bailey will act as grand marshal of the Memorial Day parade Saturday, May 30 and will ride in a covered wagon, together with Jeanne Cagney, the show's fashion commentator. Both will appear in Western attire. The show will carry out the Western theme during its entire Denver origination.

Bailey will use a historic crown from the Colorado State Museum in naming the week's queens. Show tickets will feature Jack wearing a 10-gallon hat, instead of the usual crown. Head model Maxine Reeves will recruit the week's models from among the members of the "Pink Poodle Posse." The girls will wear their Western outfits, instead of the standard page costumes worn by "Queen for a Day" models.

In addition to giving away some unusual gifts, Bailey will be given some distinctive presents himself. He will have a mountain peak named after him and also will receive a deed for one square foot of Pike's Peak.

(more)

2 - 'Queen for a Day'

Among the week's gifts scheduled for the queens are 1,000 silver dollars, a lake cabin, a boat, a lot, and a trip to Guatemala.

Guests during the week will include S. L. R. McNichols, Governor of Colorado; Tom Henritze, division manager of Safeway Stores, Inc. (the show will be brought to Denver by the Safeway Stores) and Charles O'Toole, Denver chairman of the Centennial. This is the first time in 12 years "Queen for a Day" has originated from Denver, and the very first time since becoming a television show.

-----O-----

NBC-New York, 5/21/59

Among the world's little-known facts are 1,000 million, a little, a lot, and a trip to Australia.

During the week will include J. L. R.

McDonald, Governor of Illinois; Tom Harkin, Division
Manager of Gateway Express, Inc. (The week will be brought
to Denver by the Denver Express) and Charles O'Brien, Denver
Chairman of the Board. This is the last time in 19
which "Denver for a Day" has included Tom Harkin, and the
year 1991 also ends with a television show.

WFO-TV, 1991, 1992

May 21, 1959

Attention, Sports Editors

CHAMPIONSHIP FIGHT

- - -

'Cavalcade of Sports' to Cover Ortiz-Lane Match
For Junior Welterweight Title

The 12-round match between Carlos Ortiz of New York and Kenny Lane of Muskegon, Mich., for the junior welterweight championship will be covered by "Gillette Cavalcade of Sports" on the NBC-TV and NBC Radio Networks Friday, June 12 (10 p.m. EDT).

Each boxer must scale 140 pounds or less for the bout. The fight revives a championship that has been dormant since 1946, when Tippy Larkin defeated Willie Joyce in a junior welterweight title match. Others who held the junior welterweight title included Tony Canzoneri and Barney Ross.

COLORCASTS



May 21, 1959

TENNESSEE ERNIE FORD HONORED BY VOLUNTEERS OF AMERICA

Tennessee Ernie Ford will receive a citation on "The Ford Show" Thursday, May 28 (NBC-TV Network colorcast, 9:30 p.m. EDT) from the Volunteers of America as the entertainer who has done most in the past year to "foster wholesome entertainment and promote the American way of life." A plaque will be given to him on the show by General John F. McMahon, commander-in-chief of the Volunteers of America.

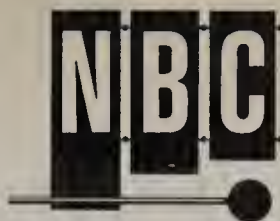
A citation also was awarded to Ernie in absentia at the organization's 63rd national convention in Louisville on May 20. Ernie addressed the convention via a special film.

-----O-----

CORRECTION FOR 'MIDWESTERN HAYRIDE' CREDITS

In the credits for NBC-TV Network's "Midwestern Hayride" colorcasts in the May 14 mailing of the Daily News Report, the Associate Producer was incorrectly listed as "Walt Jacoby." His name is Walt Jacobs.

-----O-----



FEATURE

STAMP OF APPROVAL

- - -

How to Get in Licks to Cancel Out Illness

Letter-writers may soon get a chance to put in their two cents worth of medical research...by paying six cents for a four-cent stamp.

If Congress approves a bill suggested by NBC-TV Network personality Paul Taubman (and introduced by Congressman Herbert Zelenko), the Post Office will issue a specially designed four-cent stamp which would be sold for six cents.

Purchase and use of the stamp would be strictly voluntary. The public could still buy the usual four-cent stamp for four cents. Two cents of each sale would be set aside by the Postmaster General, and turned over to the Secretary of Health, Education and Welfare.

The additional funds would be used for research in cancer, mental health, heart disease, arthritis and other projects of the National Institutes of Health.

Congressman Zelenko, Democrat-Liberal of New York's 21st District, estimates the sale of the six-cent stamp could raise up to \$10,000,000 a year for medical research. "This bill," he said, "would make it possible for over 170,000,000 Americans to contribute directly toward medical research."

Taubman, musical director of NBC-TV Network's "Tic Tac Dough," "Concentration" and "Dough Re Mi," is a well-known philatelist in his own right. He owns the "Music in Philately" Collection, one of the most famous stamp collections in the world.

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NBC-New York, 5/21/59



REPORT OF THE

COMMISSION ON THE

ADMINISTRATIVE REORGANIZATION OF THE DEPARTMENT OF THE INTERIOR

Submitted to the President of the United States

by the Commission on the Administrative Reorganization of the Department of the Interior

Washington, D. C. 20540

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1947

COLORCAST SERIES

NBC TELEVISION NETWORK



NEWS

May 21, 1959

CREDITS FOR 'KRAFT MUSIC HALL PRESENTS DAVE KING'

TIME: NBC-TV Network colorcasts, Wednesdays,
9-9:30 p.m. EDT.

STARTING DATE: May 20, 1959

STAR: Dave King

FORMAT: Comedy-variety with guest stars

PRODUCER: Nick Vanoff

DIRECTOR: Grey Lockwood

TECHNICAL DIRECTOR: Heino Ripp

MUSIC DIRECTOR: Vic Schoen

WRITERS: Sid C. Green, Dick M. Hills, Mel Tolkin
and Mel Brooks

CHOREOGRAPHER: Bill Foster

SCENIC DESIGNER: Don Shirley

COSTUMES: Bob Fletcher

UNIT MANAGER: Doug Lutz

ANNOUNCER: Ed Herlihy

PRODUCED BY: Roncom Productions, Inc.

SPONSOR (AND AGENCY): Kraft Foods Division, National Dairy
Products Corporation (J. Walter
Thompson Company)

ORIGINATION: Ziegfeld Theatre, New York City

NBC PRESS REPRESENTATIVE: Al Cammann (New York)



FEATURE

THIS BILL OF LEYDEN REGISTERED IMPRESSIVE
STATISTICS IN 3 YEARS OF 'IT COULD BE YOU'

Bill Leyden, master-of-surprises for NBC-TV's "It Could Be You" (Monday through Friday, 12:30 p.m. EDT) will have chalked up 784 shows to his credit when he starts his fourth year on the program Thursday, June 4.

Leyden who has been emceeing the show five days a week can boast some imposing statistics:

He has brought about 1,400 reunions and made his way through 1,560 comic surprises. He has played host to 750 stars, who have helped him surprise unsuspecting members of his audience. A total of 312,000 people has come to see the show.

Because of the good deeds he performs in the name of "It Could Be You" and the gracious manner in which he has done so, Leyden receives 400 fan letters a week, a total of approximately 62,000 for the past three years.

He has given away \$1,500,000 in gifts and has spent some \$225,000 on transportation to make the various reunions possible.

Even the scripts present an imposing record of the time, effort and work that Leyden, his staffers and crew put into each show. The collected scripts total 35,000 pages.

The Ralph Edwards production is produced by Stefan Hatos. Announcer for the show is Wendell Niles, who also assists Leyden at repartee with participants. -----o-----

NBC-New York, 5/21/59

1. *Opuntia* *monophylla* (L.)

NBC TELEVISION NETWORK



NEWS

May 21, 1959

"DIPLOMA: 1959"

- - -

'Today to Present 2-Hour Study on Meaning of Sheepskin to Graduates

"Diploma: 1959" -- a two-hour examination of what the sheepskin means to the June college graduate of this post-Sputnik era -- will be presented on the NBC-TV Network "Today" program Monday, June 1 (7-9 a.m. EDT).

Participating in a program which will evaluate the goals of the 1959 graduate -- as well as the current value of the 1959 diploma to industry and other professions -- are Dr. Clarence Faust, president of Fund for the Advancement of Education, and vice president of the Ford Foundation; Dr. Stringfellow Barr, nationally known educator and formerly president of St. Johns College, Annapolis; George D. Lobingier, manager of the education department of the Westinghouse Corporation; and a panel of 12 graduating students of 12 different American colleges and universities.

Dave Garroway will be host and Charles Van Doren (who teaches English at Columbia University in addition to his "Today" and other TV assignments at NBC)-- will also be featured in a format which will alternate between interview discussions with the educational experts and commentary and open discussion between the experts and the panel of students.

Robert Bendick is producer of "Today." Maurie Robinson will write the "Diploma: 1959" telecast.

-----O-----



TRADE NEWS

2 COPIES X-H

COLORCAST

May 22, 1959

SPONSORS ANNOUNCED FOR 'PERRY PRESENTS,' NEW COLORCAST SERIES

STARRING TERESA BREWER, TONY BENNETT AND FOUR LADS

SATURDAY NIGHTS ON NBC-TV NETWORK

"Perry Presents," a "musical almanac" colorcast series starring Teresa Brewer, Tony Bennett and the Four Lads will start Saturday, June 13 on the NBC-TV Network (8-9 p.m. EDT).

The full-hour weekly programs will take the time period of the vacationing "Perry Como Show," which concludes its current season Saturday, June 6. Como will return to the network for his fifth season of full-hour shows in a new day-and-time period -- Wednesdays, 9-10 p.m. EDT -- starting Sept. 30.

In addition to Miss Brewer and Bennett -- who will alternate as headliners each week -- and the Four Lads, "Perry Presents" will spotlight top-name guest stars and will feature the Mitchell Ayres orchestra, the Louis DaPron dancers and a choral group to be selected.

"Perry Presents," to be produced by Como's Roncom TV Productions, will originate in the Ziegfeld Theatre in New York City. The programs will be sponsored on various dates by the American Dairy Association (through Campbell-Mithun, Inc.); Chemstrand Corporation (Doyle Dane Bernbach, Inc.); Kimberly-Clark Corporation (Foote, Cone and Belding); Noxzema Chemical Company (Sullivan, Stauffer, Colwell

(more)

and Bayles, Inc.); Radio Corporation of America and Whirlpool Corporation (Kenyon and Eckhardt, Inc.) and Sunbeam Corporation (Perrin-Paus Co.).

Ray Charles will be producer, with Henry Howard as associate producer and Stan Harris as director. Scripts will be written by Allen Sherman, Joe Cook and Andy Rooney.

"Perry Presents," according to Charles, will consist of seven sections, each representing a day of the week. "Our musical almanac," the producer explained, "will interpret musically and in blithe spirit items of interest that are scheduled during the upcoming week or that happened on similar dates of last month or last year -- or a decade, a century or even 1,000 years ago.

"For example, on our opening show June 13, Tony Bennett will sing an appropriate song to note the Harvard-Yale Regatta which takes place that day. Among the anniversaries will be Lindbergh's New York reception in 1927 after his record-making solo flight to Paris, which the Four Lads will recall by singing 'Lucky Lindy,' the day the player-piano was invented, for which Miss Brewer will sing 'Music, Music, Music,' and other events which will be noted musically."

-----O-----

NBC-New York, 5/22/59

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK WILL PRESENT FRIDAY NIGHT SERIES OF TOP BUDGET,
TOP QUALITY SPECIALS DURING THE 1959-60 SEASON

- - -

Presentations--in 8:30-9:30 (NYT) Period--Will Encompass Musicals,
News-in-Depth and Informational Programs, Dramas, One-Man Shows
and Personality Salutes; Flexibility Permits 1½-Hour Telecasts

FOR RELEASE MONDAY A.M., MAY 25

The National Broadcasting Company will present a series of top budget, top quality specials -- encompassing musicals, news-in-depth and informational programs, live dramas, one-man shows and salutes to personalities -- each Friday night during the 1959-60 season as the keynote to NBC-TV's totality of programming concept.

Announcement of the 39-week project -- unique in network television history in that it anchors special programming into a fixed weekly time period throughout the season -- was made today by David Levy, Vice President, NBC Television Programs and Talent.

Mr. Levy said several major advertisers already have placed orders for several series of Friday night specials. Announcement of these and additional orders expected shortly will be made soon.

NBC is currently surveying the entire entertainment industry in order to assemble producers, directors, writers and stars commensurate with the quality concept of the new series.

(more)

2 - Friday Night Specials

Mr. Levy said the specials will be telecast in the 8:30-9:30 p.m., NYT, Friday time period and that the majority will be in color. Although most will be one-hour programs, the Friday night special format will be flexible to permit the presentation of some 90-minute productions.

"The Friday night specials will have unlimited scope, offering each week the cream of the type of top budget special which NBC-TV has presented since pioneering the special concept in 1954," Mr. Levy said.

"Several major projects now under development by the worldwide staff of NBC News will be included in the series, in line with NBC's policy of scheduling news and public affairs programs at prime viewing hours."

NBC News announced last week that it is preparing seven full-hour news and information special programs for telecast in prime evening time during the Summer and Fall months. During the past season, NBC News presented 11 prime-time news specials.

"Each special in the Friday night series," Mr. Levy continued, "will have two primary functions: to stand alone as a major programming highlight of the season, and to contribute to the entirely new program image of Friday night as the 'home of specials' on NBC. The cumulative result will offer a classic example of NBC's totality of programming service -- rewarding television for every program taste."

-----O-----

NBC-New York, 5/22/59

NBC TELEVISION NETWORK



NEWS

May 22, 1959

'WISDOM' RETURNING IN FALL WITH SCHEDULE
OF 13 NEW HALF-HOUR CONVERSATIONS

"Wisdom" -- the NBC-TV Network series of filmed "visits" with some of the world's most venerable doers and thinkers -- will return in the Fall of 1959 with a schedule of new programs.

Donald B. Hyatt, director of Special Projects for NBC, and executive producer of "Wisdom," said that the season's schedule called for 13 half-hour conversations between a group of noted personalities and their equally celebrated interviewers. He said that the first of this group, possibly in a European location, would be in preparation early this Summer.

Mr. Hyatt said that James Nelson has been appointed as producer of the series. Mr. Nelson has been associated in a managerial and production capacity with Special Projects, which encompasses "Wisdom" and "Project 20," among others, since 1956. Mr. Hyatt also said that John Bloch will continue as director.

"We expect to have a particularly impressive list of provocative, worldly-wise and internationally respected personalities for the coming season," Mr. Hyatt said. We were fortunate in the series just ended, to have Eleanor Roosevelt, Dr. Karl Menninger, Pearl Buck, Edith Hamilton, Father John LaFarge, Dr. Harry Emerson Fosdick and Daisetz Suzuki, among others.

(more)

"We have made 39 of these films over the past seven years at NBC and they include visits with elder wise men and women from a wide variety of interests and endeavors. At the moment we are looking to the worlds of classical ballet, specialized medicine, symphony orchestra conducting, and humor for four of the 13 new subjects."

"Wisdom" is the present title of the series that began at NBC in May, 1952, as "Conversations with Elder Wise Men." In the years since its inception the subjects have included many personalities who have helped to shape 20th Century civilization -- including Pablo Picasso, Nehru, Wanda Landowska, Sean O'Casey, Pablo Casals, Bertrand Russell, Frank Lloyd Wright, Robert Frost, Igor Stravinsky, Arnold Toynbee and David Ben-Gurion.

Some of the creative people responsible for making the "conversations" possible are the late Henry Salomon, Edward Stanley, Robert Graff, Beatrice Cunningham and Robert Ginna.

In October, 1958, a book entitled "Wisdom" was published by W. W. Norton containing the texts of 23 telecasts. The book, edited by James Nelson, also contained a group of never-before-published photographs of the subjects and transcripts of valuable extra footage which, because of time limitations, was not telecast.

-----O-----

NBC-New York, 5/22/59



TRADE NEWS

2 COPIES X-H

May 25, 1959

AC SPARK PLUG AND UNITED MOTORS SERVICE DIVISIONS OF GENERAL MOTORS
WILL SPONSOR EIGHT ART CARNEY FRIDAY NIGHT SPECIALS TO BE
COLORCAST ON THE NBC-TV NETWORK IN THE 1959-60 SEASON

The AC Spark Plug Division and the United Motors Service Division of General Motors Corporation will sponsor eight Friday night Art Carney specials -- all live, all in color -- on the NBC Television Network during the 1959-60 season.

Announcement of the specials was made today by Joseph A. Anderson, General Manager of the AC Spark Plug Division; Roland S. Withers, General Manager of the United Motors Service Division, and David Levy, Vice President, NBC Television Programs and Talent.

Each of the Carney colorcasts will fall within the framework of NBC-TV's newly announced Friday night series of specials, in which -- for the first time in television history -- a variety of sponsors will present top-budget, top-quality shows at a fixed time each week.

Four of the Carney specials will be 90-minute dramatic shows, and four will be one-hour revue-variety presentations. The schedule is as follows (all times NYT):

(more)

2 - Art Carney Specials

Friday, Oct. 2 -- (one hour) -- 8:30-9:30 p.m.
November (90 minutes) -- date and time to be announced
Friday, Dec. 4 -- (one hour) -- 8:30-9:30 p.m.
Friday, Jan. 8 -- (90 minutes) -- 8-9:30 p.m.
Friday, Feb. 5 -- (90 minutes) -- 8:30-10 p.m.
Friday, March 4 -- (one hour) -- 8:30-9:30 p.m.
Friday, April 1 -- (90 minutes) -- 8:30-10 p.m.
Friday, May 6 -- (one hour) -- 8:30-9:30 p.m.

The eight specials will be produced by Talent Associates in association with the NBC Television Network. Advertising agencies for the two sponsors are D. P. Brother & Company for the AC Spark Plug Division and the Campbell-Ewald Company, Inc., for the United Motors Service Division.

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NBC-New York, 5/25/59



TRADE NEWS

A SERVICE OF



May 25, 1959

AMERICAN TOBACCO RENEWS ALTERNATE-WEEK SPONSORSHIP
OF 'M SQUAD' ON NBC-TV NETWORK FOR 1959-60 SEASON

- - -

Program to Be Seen in Later Friday Period Beginning Sept. 11

The American Tobacco Company has renewed its sponsorship of "M Squad" on alternate weeks for the 1959-60 season on the NBC Television Network, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The half-hour filmed dramas, now telecast Fridays, 9-9:30 p.m. (NYT), are based on a detective's battle against crime in Chicago, and will be seen at a new time, 9:30-10 p.m. (NYT), Fridays, beginning Sept. 11.

Starting its third season in the Fall, "M Squad" stars Lee Marvin as Detective Lt. Frank Ballinger and is produced by John Larkin of Revue Productions in association with the NBC Television Network.

The agency for American Tobacco is Sullivan, Stauffer, Colwell and Bayles.

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May 25, 1959

DULLES CORTEGE AND INTERMENT SERVICE ON NBC-TV NETWORK

In a telecast from Arlington National Cemetery, NBC News will present the funeral procession and interment service of former Secretary of State John Foster Dulles on the NBC Television Network Wednesday, May 27 (3:30 p.m. EDT).

NBC NEWS OBSERVED DEATH OF JOHN FOSTER DULLES WITH SPECIAL PROGRAMS ON THE NBC TELEVISION AND RADIO NETWORKS

NBC News observed the death of John Foster Dulles with special programs on both the NBC Television and Radio Networks.

A special television program on the life and career of the former Secretary of State was presented yesterday (Sunday, May 24) at 7-7:30 p.m. EDT. A special radio program was broadcast at 10:35-11 a.m. and was repeated at 9:35-10 p.m. EDT. In addition, the "Today" program paid tribute to Mr. Dulles in a filmed sequence with commentary by Dave Garroway today (Monday, May 25).

Other network coverage on May 24 included two special television reports from Washington at 1 p.m. and 11 p.m. EDT as well as a 10-minute radio report at 3:50 p.m. EDT by NBC News correspondent Irving R. Levine on reactions at the foreign ministers' conference in Geneva. A number of other reports were included in the hourly newscasts and other regularly scheduled news programs on the NBC Radio Network.

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Page 101

THE FOLLOWING INFORMATION IS FOR YOUR INFORMATION ONLY.

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CONDENSED FORM OF AUTOBIOGRAPHY, "GROUCHO AND ME,"
IS FEATURED IN McCALL'S MAGAZINE

"Groucho and Me," the long-awaited autobiography of Groucho Marx, appears in condensed form in the June issue of McCall's Magazine, which reaches the nation's newsstands this week. The book, which is being published by Bernard Geis Associates, is due about Labor Day.

The top-billed feature in the magazine, the NBC quizmaster's story deals with everything from tales of his early life to plain-talk opinions of other show-business personalities, from his attitude towards money to his estimation of theatre critics, from his feelings about his brothers to his recollection of memorable contestants on his 12-year-old "You Bet Your Life" show (NBC-TV Network, Thursdays, 10 p.m. EDT; NBC Radio Network, Mondays, 8:05 p.m. EDT).

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NBC-New York, 5/25/59

"IT'S NETWORK TIME" TO ORIGINATE LIVE FROM MIAMI BEACH
MAY 28 AND 29, WITH MANY TOP PERFORMERS PARTICIPATING

"It's Network Time," NBC Radio's two-hour afternoon musical variety show, will originate live from Miami Beach, Fla., on Thursday and Friday, May 28 and 29, with co-hosts Frank Blair and Don Russell drawing upon an abundance of top personalities there for guest performances.

Announcement of the Florida origination was made today by Al Capstaff, Vice President in charge of NBC Radio Programs. The show will be presented before an audience of 650 each day in the Casanova Room of the Deauville Hotel.

In addition to the stars currently performing in Miami Beach, available guests for "It's Network Time" will include many of the nation's hit recording artists who will be attending the National Disc Jockey Convention there May 29-31.

Arrangements are being made by an advance group from the program's staff, including Robert B. Sadoff, talent coordinator; Leni Epstein, features editor, and writer Alan Stern.

"It's Network Time" is broadcast Monday through Friday from 12:05 to 2 p.m. EDT, with a delayed broadcast scheduled by many NBC Radio affiliates from 2:05 to 4 p.m. EDT.

-----o-----

"THE NEW YORK PUBLIC LIBRARY" TO ORIGINATE LIVE FROM BEACH
ONLY 25 AND 25, WITH MANY FOR FURNISHING PARTICIPATING

"The Network Time," "The Network Time" is a

noon (local) variety show, which originates live from Miami

Beach, Fla., on Thursday and Friday, May 25 and 26, with

co-hosts Frank White and Don Russell. Working upon an

abundance of top personalities there for most part of

show.

Announcement of the Florida Convention has been

made by the Florida Convention, Vice President in Charge of the

Florida Convention. The show will be presented before an

audience of 250 and up in the Convention Room of the

International Hotel.

It is noted in the above caption, "The Network Time"

Miami Beach, available guests for "The Network Time" will

include many of the nation's top recording artists who

will be attending the National Live Music Convention

from May 25-31.

Arrangements are being made by an advance group

from the company's staff, including Robert E. Smith,

Miami Convention and Exhibit Center, Miami Beach, and

Arthur Allen Smith.

"The Network Time" is broadcast Monday through

Friday from 12:05 to 2 P.M. EST. With a delayed broadcast

scheduled at many NBC Radio stations from 6:05 to 7 P.M.

DON HERBERT, NBC-TV'S "MR. WIZARD" WRITES A NEW BOOK
OF EXPERIMENTS FOR SPACE AGE YOUTHS, PROVIDING
BASIC INTRODUCTION TO 13 BRANCHES OF SCIENCE

Young science sleuths have a real friend in TV science-master Don Herbert who has written a new book, "Mr. Wizard's Experiments for Young Scientists," which provides a basic introduction to 13 major branches of science.

Few people are as well equipped for the task of interesting space age youth in science as actor-teacher-scientist Don Herbert, who has been teaching and entertaining youngsters with mysteries from scienceland on his NBC-TV Network "Watch Mr. Wizard" program since 1951.

In his 187-page book, scheduled for publication June 4 by Doubleday, Herbert presents 13 carefully planned previews of what may lie ahead for American youth who plan careers in astronomy, zoology, microscopy, microbiology, geology, analytical chemistry, organic chemistry, physical chemistry, mathematics, biochemistry, physics, meteorology and botany.

The volume deals, chapter by chapter, with a different major scientific field, and -- through ample color and black-and-white photographs, diagrams and step-by-step explanations -- Mr. Wizard shows how to measure the sun, make a microscope and grow a "family of crystals," among other things.

The "Watch Mr. Wizard" television program (NBC-TV Network, except WRCA-TV, Saturdays, 1 p.m. EDT; WRCA-TV only, Sundays, 11:30 a.m. EDT) has a viewing audience of between two and three million, has won the coveted Peabody Award, the Thomas Alva Edison Foundation National Mass Media Award, and four First Awards from Ohio State University Institute for Education by Radio-Television.

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NBC-New York, 5/25/59

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For week of May 31-June 6 (All Times EDT)

Sunday, May 31

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

7:30-8:30 p.m. -- "The Steve Allen Show" -- Martha Raye, Buddy

Greco, Frank Gorshin and The Nicolai Dancers are guests.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Janet Blair, Tony

Bennett, and Elaine May and Mike Nichols are Dinah's guests for her last show of the season. "The Chevy Show," starring Janet

Blair and John Raitt, begins in this time period Sunday, June 7.

Monday through Friday, June 1-5

2:30-3 p.m. -- "Haggis Baggis" -- with Dennis James as emcee.

4-4:30 p.m. -- "Truth or Consequences" -- with Bob Barker as emcee.

Monday, June 1

NOTE: "The Arthur Murray Party" (usually colorcast 10-10:30 p.m.) is pre-empted tonight by the NBC-TV black-and-white special "Summer on Ice."

Tuesday, June 2

8:30-9 p.m. -- "The Jimmie Rodgers Show."

Wednesday, June 3

8:30-9 p.m. -- "The Price is Right" with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show" --

Sally Ann Howes is tonight's guest.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, June 4

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford.

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

Friday, June 5

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film is titled "Sorrow Song."

8-9 p.m. -- "Ellery Queen" -- Lee Philips stars as Queen. Tonight's mystery-drama, "This Murder Comes to You Live," stars Ben Hecht, Geraldine Fitzgerald, Ray Walston, Georgann Johnson, Robert Emhardt and Buster Crabbe.

Saturday, June 6

8-9 p.m. -- "The Perry Como Show" -- tonight's show is Perry's last of the season. His guests are Teresa Brewer, Tony Bennett and The Four Lads, who will star in "Perry Presents," which premieres in this time period Saturday, June 13.

NOTE TO EDITORS:

Please make the following correction on the NBC-TV Network Colorcast Schedule for June, issued May 15:

Friday, June 26

8-9 p.m. -- Kill: "Ellery Queen." This program is pre-empted tonight only by a black-and-white NBC News Department special.

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NBC-New York, 5/25/59



TRADE NEWS

2 COPIES X-H

May 26, 1959

LEVER BROTHERS AND MILES LABORATORIES SIGN NEW AND RENEWAL
NBC TELEVISION NETWORK DAYTIME ORDERS TOTALING
MORE THAN \$5,000,000 IN GROSS REVENUE

The Lever Brothers Company and Miles Laboratories, Inc., have signed new and renewal daytime orders on the NBC Television Network totaling more than \$5,000,000 in gross revenue, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Lever Brothers renewed its sponsorship of four quarter-hour segments weekly on "The Price Is Right" (telecast Monday through Friday, 11-11:30 a.m. NYT) for an additional 52 weeks beginning June 30. In addition, the advertiser has placed a new order for alternate Thursday quarter-hour segments of the show over a 52-week period, beginning June 4.

Lever Brothers, for its Lipton Tea and Soup, also ordered two alternate-week, quarter-hour segments of "County Fair" (telecast Monday through Friday, 4:30-5 p.m. NYT) over an eight-week period beginning June 19.

(more)

2 - Daytime TV Sales

The agency for Lever Brothers is Needham, Louis & Brorby, Inc.

Miles Laboratories renewed its current sponsorship of alternating Thursday quarter-hour segments of "The Price Is Right" for another 52 weeks effective Aug. 6. Miles also placed new orders for quarter-hour participations in four other Monday-through-Friday daytime programs as follows:

"Treasure Hunt," 10:30-11 a.m. NYT, for alternate Wednesdays, beginning Aug. 12.

"Tic Tac Dough," 12 noon-12:30 p.m. NYT, for alternate Mondays beginning Aug. 10.

"It Could Be You," 12:30-1 p.m. NYT, for alternate Tuesdays beginning Aug. 11.

"County Fair," 4:30-5 p.m. NYT, for alternate Thursdays beginning Aug. 13.

Wade Advertising, Inc., is the agency for Miles Laboratories.

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NBC-New York, 5/26/59

NBC RADIO NETWORK NEWS

May 26, 1959

VICE PRESIDENT NIXON HEADS NOTED GUESTS ON OPENING PROGRAM
OF 'IMAGE MINORITIES' SERIES JUNE 2 ON NBC RADIO NETWORK

- - -

Edward Corsi and Harry Golden Are Other Participants in First
Broadcast of Four-Week Presentation Totaling 20 Hours

Vice President Richard M. Nixon; Edward Corsi, former U. S. Commissioner of Immigration and Naturalization; and author-editor Harry Golden are among the participants in the opening program of the NBC Radio Network's "Image Minorities" series, which starts Tuesday, June 2.

The four-week series, with Bob Considine as narrator, includes a total of 20 hours of programming. It is scheduled at 8:40-10 p.m. EDT, Mondays through Thursdays.

The June 2 program will provide a survey of the historical background of immigration to the United States, as well as an analysis of the sources of prejudice and discrimination against minority groups. The speakers will include Dr. Otto Klineberg of Columbia University; Professor Gordon Allport of Harvard University; John Higham, visiting professor at Columbia; two sociologists of Oberlin College -- Dr. George Simpson and Dr. Jay Milton Yinger; and former heavyweight champion Gene Tunney.

Other program features include interviews with German and Italian immigrants, a Negro, and a Puerto Rican -- all of whom work in a New York garment factory, and the oath of allegiance of a group of newly naturalized citizens in a federal court.

NBC'S SID DESFOR TO TALK ON "SHOOTING PUBLICITY PHOTOS FOR TV"

AT KENT STATE UNIVERSITY SHORT COURSE IN PHOTOJOURNALISM

Sid Desfor, Manager of the NBC Photographic Department, NBC Press, will be one of several experts in the field of photography who will take part in the 18th annual Short Course in Photojournalism to be held at Kent State University, Kent, Ohio, June 16-19.

Mr. Desfor, who has been a member of the NBC Photographic Department since shortly after it was organized, will speak on the subject, "Shooting Publicity Photos for TV," at the 9 a.m. session June 18. His address will define and outline the purpose of publicity in the TV industry, and will be highlighted by color slides.

Now beginning his 26th year with NBC, Mr. Desfor has been responsible for developing his photographic department into the most comprehensive in the industry. In 1956 and 1957 the department was awarded certificates of merit by the Art Directors Club.

Mr. Desfor and his wife live in the Bronx. They have a married daughter.

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NBC-New York, 5/26/59

BEAUTY AND LAUGH STUNTS ON 'PEOPLE ARE FUNNY'

Univac contestant Shirley Saunders and her Univac-selected partner Bob Kardell will play an anagram for \$3,000 on their way to a possible \$20,000 on "People Are Funny" Saturday, June 6 on the NBC-TV Network (7:30 p.m. EDT) and Wednesday, June 10 on the NBC Radio Network (8:05 p.m. EDT).

A sailor chosen from the audience will judge three beautiful girls to see if his selection meets that of professional judges. A woman chosen from the audience will be put into a hypnotic state and will win \$1,000 if she can keep from laughing despite the suggestion that everything she hears is funny. Art Linkletter is emcee of the show.

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GROUCHO TO MEET TWO 'OFF-BEATNIKS'

A couple of "off-beatniks" -- a young husband and wife from the artists' colony of Laguna Beach, Calif. -- will face quizmaster Groucho Marx as contestants on "You Bet Your Life" on the NBC-TV Network, Thursday, June 4 (10 p.m. EDT) and on the NBC Radio Network, Monday, June 8 (8:05 p.m. EDT).

* * *

IT PAYS TO SHAVE

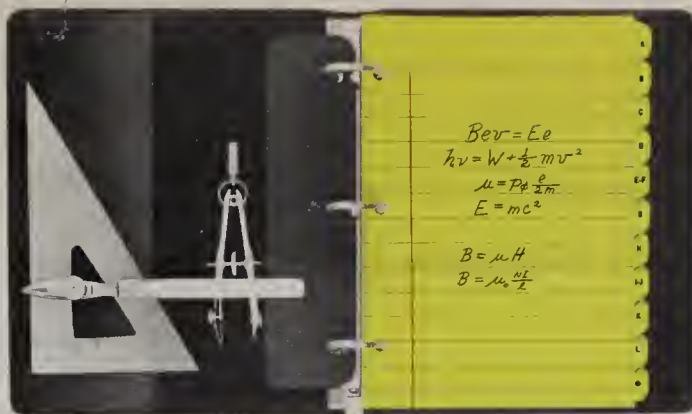
Actor John Wayne's son, Mike, a recent contestant on "You Bet Your Life," told Groucho Marx he appeared as a Mongolian soldier in his only movie role, for which he had to shave off his eyebrows, but that he got paid \$80.

"You got \$80 for shaving off your eyebrows!" exclaimed the NBC quizmaster. "Yul Brynner must be making a fortune."

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NBC-New York, 5/26/59

2 COPIES X-H



CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:30-7:00 AM MON.-FRI. EST

May 27, 1959

NBC TO EXPAND 'CONTINENTAL CLASSROOM' WITH TWO-SEMESTER COLORCAST
COLLEGE-LEVEL COURSE IN MODERN CHEMISTRY STARTING
SEPT. 28, ROBERT W. SARNOFF ANNOUNCES

- - -

Course in Atomic Age Physics Will Be Repeated
By TV Tape Recordings and Kinescopes

"Continental Classroom," network television's pioneering effort to help repair the critical national lag in qualified science instruction, will be expanded Sept. 28 when the National Broadcasting Company presents a two-semester college-level course in Modern Chemistry, the first course to be televised in color.

Robert W. Sarnoff, Chairman of the Board of NBC, announced the new project at a press conference in New York today (May 27).

Modern Chemistry, to be colorcast Monday through Friday from 6:30 to 7:00 a.m. local time, will comprise half of the network's "Continental Classroom," which will grow to a full hour in the new season. In addition to the 160-lesson lecture-demonstration course in chemistry, the current Atomic Age Physics course will be repeated by television tape recordings and kinescopes from 6:00 to 6:30 a.m.

Chemistry was selected as the new "Continental Classroom" offering because of the critical shortage of teachers in this field.

(more)

May 27, 1959

WBC TO BROADCAST CONTINENTAL CLASSROOM WITH TWO-HOUR AFTERNOON
COLLEGE-LEVEL COURSE IN MODERN CIVILIZATION STARTING
SAT. 28, 10:00 AM, WBC, 10:00 AM

Courses in Atomic Age Physics Will Be Broadcast
By TV 12, 10:00 AM, 10:00 AM

"Continental Classroom," network television's pioneering
effort to help combat the cultural national lag in quality education,
will be expanded Sept. 28 when the National Broadcasting
Company presents a two-hour college-level course in history.
The first course to be televised in color.
Robert W. Gurnea, Chairman of the Board of NBC, announced
the project as a major contribution in the field of education.
Continental Classroom, the network's first color program, will
begin at 10:00 AM local time, with regular half-hour sessions
beginning at 10:30 AM. The program, which will give a full hour to the new
Continental Classroom, will be broadcast in color.
In addition to the 100-lesson program, the network will be
broadcasting the program in color. The program will be repeated in
color on TV 12, 10:00 AM, 10:00 AM.
Continental Classroom, the network's first color program, will
begin at 10:00 AM local time, with regular half-hour sessions
beginning at 10:30 AM. The program, which will give a full hour to the new
Continental Classroom, will be broadcast in color.

It was the choice of the majority of the 265 colleges and universities across the country that are currently giving academic credit for the TV course in Atomic Age Physics.

Nearly 300 colleges and universities throughout the nation are expected to carry Modern Chemistry for academic credit, 35 more than the current total for Atomic Age Physics. Each may utilize the network program at no cost and charge regular tuition fees for registrants. Each will have local autonomy in implementing the TV program with examinations, laboratory sessions and seminars.

The American Chemical Society will join NBC and the American Association of Colleges for Teacher Education as co-partners in presenting Modern Chemistry. The Ford Foundation and seven leading industries will provide financial backing. New to the roster of donor industries will be E. I. du Pont de Nemours & Company. The others will be Bell Telephone System, General Foods Fund, International Business Machines Corporation, Pittsburgh Plate Glass Foundation, Standard Oil Company of California, and United States Steel.

Planned primarily for high school science teachers, Modern Chemistry will be telecast from Sept. 28 to May 27. In addition to teachers in service, a large audience of college students, gifted high school pupils, chemists, chemical engineers, and others who wish to enlarge their knowledge of the field are expected to be regular viewers.

Dr. John W. Baxter, professor of chemistry at the University of Florida since 1952, will teach Modern Chemistry. Nobel Prize-winning chemists and other outstanding scientists will be guest lecturers.

Dr. Baxter, who will be on leave from his university post during 1959-60, was selected by the American Chemical Society as

(more)

3 - 'Continental Classroom'

teacher of a one-year high school chemistry course recently filmed in color by Encyclopedia Britannica Films and the Fund for the Advancement of Education.

Mr. Sarnoff said that decision to expand "Continental Classroom" reflected both the first season's success and "the great need that must still be served." He pointed out that the use of color television would be especially meaningful in the new course.

"Apart from art," he said, "it is difficult to think of a subject in the curriculum in which color plays as significant a role as it does in chemistry. Chemical changes frequently involve a change in color. Indeed, that is one of the basic indications to the chemist that a reaction has taken place. Many of you, I think, will remember from your chemistry courses how litmus paper serves as a colorful test of acids and bases, how copper compounds are identifiable by distinctive colors, how the spectrum is used to identify various elements. Indeed, I am told, color plays an intrinsic part in more than half of the lessons in next year's course in Modern Chemistry. Color television, of course, like 'Continental Classroom,' is a field in which NBC has pioneered. I think it is highly fitting that television's latest technical advances should be harnessed to television's latest advances in public service."

"Continental Classroom," launched Oct. 6, 1958, has been hailed by Dr. James R. Killian Jr., Special Science Advisor to President Eisenhower, as "among the most noteworthy and important achievements of the past year in science education." Commenting on the new project today, he said:

"I am particularly happy that the 'Continental Classroom' course in physics will continue another year, and that it will be joined by a college course in chemistry. Dr. Baxter is an outstanding
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teacher and the concepts of modern chemistry are fascinating and challenging. Many people will have an opportunity to bring themselves up-to-date in modern science because of your highly commendable efforts in these two courses. Teachers in particular will no doubt welcome this opportunity. This is public service of the highest order."

As outlined by Dr. Baxter, Modern Chemistry will be a study of the fundamental principles of chemistry and a survey of recent developments. Dr. Baxter is writing a special textbook to accompany the TV course. It will be available Sept. 1, together with course outline, lesson synopses, syllabi, and assignments.

The American Chemical Society has appointed a nine-man advisory committee for Modern Chemistry. Its chairman will be Dr. William F. Kieffer, professor of chemistry at the College of Wooster (O.) and editor of the Journal of Chemical Education.

Other committee members will be Dr. Donald S. Allen, head, Division of Natural Sciences, State Teachers College, New Paltz, N. Y.; Dr. John C. Bailar Jr., president, American Chemical Society, member of the faculty of the University of Illinois; Dr. Leallyn B. Clapp, professor of chemistry, Brown University; Francis J. Curtis, Vice President, Monsanto Chemical Company, St. Louis; Dr. Henry Eyring, dean, Graduate School, University of Utah; Dr. Julian W. Hill, executive secretary, Committee on Educational Aid, E. I du Pont de Nemours & Company; Dr. M. O. Mellson, professor of analytical chemistry, Purdue University, and Dr. Charles G. Overberger, head, Department of Chemistry, Polytechnic Institute of Brooklyn, N. Y.

The American Chemical Society's 156 local sections, serving 86,000 member chemists and chemical engineers in 49 states, the

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and the concepts of modern chemistry are fascinating and
fascinating. Many people will have an opportunity to have themselves
to-day in modern science because of your highly commendable
effort in these two courses. I hope to participate in both
and this opportunity. This is a real service to the student.

As outlined by Dr. Ketter, Modern Chemistry will be a study
of the fundamental principles of chemistry and a survey of recent
developments. Dr. Ketter is writing a special textbook to accompany
the course. It will be available Sept. 1, together with course
material, lesson plans, syllabus, and assignments.
The American Chemical Society has appointed a three-man
committee for Modern Chemistry. Its chairman will be Dr.
William F. Ketter, Professor of Chemistry at the College of Western
and editor of the Journal of Chemical Education.

Other committee members will be Dr. Joseph A. Allen, head,
School of Natural Sciences, State Teachers College, New Paltz, N. Y.;
John E. Bailey Jr., President, American Chemical Society, member
the faculty of the University of Illinois; Dr. William B. Smith,
Professor of Chemistry, Texas University; Thomas J. Smith, Vice
President, American Chemical Society, Dr. James M. Smith, Illinois,
University School, University of Illinois; Dr. William W. Hill,
University of California, Berkeley, and Dr. I. M. Smith,
University of California, Berkeley, and Dr. Charles A. Smith, head,
School of Chemistry, University of Wisconsin, and
the American Chemical Society's local committee, consisting
of 100 members of the local chemical community in St. Louis, the

5 - 'Continental Classroom'

District of Columbia and Puerto Rico, will participate in the TV course through a broad program of local activities.

Modern Chemistry will be taped in color in NBC's New York Studios. It will be under the over-all supervision of Edward Stanley, NBC Director of Public Affairs. Dorothy Culbertson will be executive producer. Robert Rippen will be producer, Marvin D. Einhorn, director. All have been associated with Atomic Age Physics in the same capacity.

The 160-lesson course in Atomic Age Physics, conducted by Dr. Harvey E. White, professor of physics at the University of California at Berkeley, has brought "Continental Classroom" nine major awards, including a Peabody Award for the "best television education program." Telecast by 150 stations, it reaches an estimated daily audience of 400,000 including 15,000 teachers. Five thousand persons, most of them teachers, have been enrolled for credit with the 265 participating colleges and universities. Atomic Age Physics will end its current first run June 5.

As a result of interviews conducted across the country with persons currently enrolled for credit, it is apparent that "Continental Classroom" is achieving its primary objective of improving high school physics teaching. More than 80 per cent of those questioned reported that as a result of following the course, they plan to introduce new and better demonstration techniques in their own classrooms. More than 54 per cent indicated that, as a result of having acquired new knowledge of physics, they intend to introduce new concepts to their students. A total of 97.5 per cent said that the lessons are of "inestimable value."

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STATEMENTS FROM REPRESENTATIVES OF ORGANIZATIONS ASSOCIATED
IN PRESENTATION OF 'CONTINENTAL CLASSROOM,' TOGETHER
WITH STATEMENT FROM DR. JAMES R. KILLIAN JR.

Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company.

Remarks at "Continental Classroom" Press Conference 11 a.m.
Wednesday, May 27, 1959, at Savoy Hilton Hotel, New York
City:

Good morning. My name is Bob Sarnoff, and I'd like to welcome you here on behalf of the National Broadcasting Company and the organizations associated with us in presenting "Continental Classroom." These are the American Association of Colleges for Teacher Education, the Ford Foundation, the Bell Telephone System, the General Foods Fund, International Business Machines, the Pittsburgh Plate Glass Foundation, the Standard Oil Company of California and United States Steel. To this roster, we can now add the American Chemical Society and the Du Pont Company and, at a later date, perhaps others.

In behalf of all these organizations, I'm very pleased to announce that "Continental Classroom" will be back next season with two college-level courses instead of one, and we will devote one full hour daily on the network from 6 a.m. to 7 a.m., to their presentation. Through television tape recordings and kinescopes, we will repeat this year's course in Atomic Age Physics. And for the first time we will offer a course in Modern Chemistry. The new course will be televised in color on a national lineup of stations sure to equal, and probably to exceed, the 150 stations that have carried "Continental Classroom" so far.

(more)

2 - Statements -- "Continental Classroom"

Like our first course, the new one will be taught by a distinguished professor -- whom you will meet this morning -- and it will include lectures by Nobel Prize-winning specialists in the field. Before the morning is over, we hope to give you full details of our plans and to answer any questions you may have.

In speaking of "Continental Classroom" since it was launched last fall, I have called it an experiment -- an experiment designed to apply the unique power of network television to the pressing national problem of improving science instruction in our schools. It is an experiment that is still being evaluated. But the results so far have been highly encouraging. We have been reaching an audience measured at some 400,000 -- a class of unprecedented size, made up not only of students and teachers but viewers in a wide range of occupations and age groups. We have learned through surveys that more than half of the teachers following Dr. Harvey White's course are planning to introduce new concepts of physics to their students. And more than 80% are planning to adopt some of the demonstration techniques they have learned from Dr. White and his guest lecturers.

Only the day before yesterday, the Ford Foundation and the Fund for the Advancement of Education reported on findings as to the effectiveness of teaching by television. To quote the report, "students learn as much -- and in some cases more -- from televised instruction as from conventional instruction." The report concludes that educational television has arrived, that it has already proved itself "a powerful tool for helping to raise the quality of education in the face of rising numbers of students and a shortage of able teachers."

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3 - Statements -- "Continental Classroom"

As good a sign as any of "Continental Classroom's" success is our decision to expand it. And that is also a sign of the great need that must still be served. Some aspects of the need were described this week by President Eisenhower's Science Advisory Committee in a report on "Education for the Age of Science." The committee found that science courses at the high school and college level still do not keep up with the latest knowledge in the field. The committee urged a closing of the gap in communication between scientists on the frontiers of discovery and those who teach scientific subjects in our schools. In calling for an improvement in our scientific education at all levels, the report also urged the use of television and other modern techniques so that outstanding teachers may reach the largest possible number of students.

We hope to serve these objectives through "Continental Classroom." As a broadcaster, I am especially struck by one new aspect of the program next season. That is the use of color television. Apart from art, it is difficult to think of a subject in the curriculum in which color plays as significant a role as it does in chemistry. Chemistry changes frequently involve a change in color. Indeed, that is one of the basic indications to the chemist that a reaction has taken place. Many of you, I think, will remember from your chemistry courses how litmus paper serves as a colorful test of acids and bases, how copper compounds are identifiable by distinctive colors, how the spectrum is used to identify various elements. Indeed, I am told, color plays an intrinsic part in more than half of the lessons in next year's course in Modern Chemistry. Color television, of course, like "Continental Classroom," is a field in which NBC has pioneered. I think it is

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4 - Statements -- "Continental Classroom"

highly fitting that television's latest technical advances should be harnessed to television's latest advances in public service.

Now, to conduct the rest of this meeting and to introduce some of the key figures behind "Continental Classroom," may I present the man whose department is responsible for the program at NBC, our Director of Public Affairs, Ed Stanley.

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Dr. James R. Killian Jr., Special Science Advisor to President
Eisenhower:

I count the "Continental Classroom" college course in physics as among the most noteworthy and important achievements of the past year in science education. It struck directly at a problem which has long troubled many of us, the need for more widespread scientific literacy. It demonstrated that first-rate science can have a wide and enthusiastic audience.

I am particularly happy that the "Continental Classroom" course in physics will continue another year, and that it will be joined by a college course in chemistry. Dr. Baxter is an outstanding teacher and the concepts of modern chemistry are fascinating and challenging.

Many people will have an opportunity to bring themselves up-to-date in modern science because of your highly commendable efforts in these two courses. Teachers in particular will no doubt welcome this opportunity. This is public service of the highest order.

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Dr. Alvin C. Eurich, Executive Director, Educational Program, The Ford Foundation, and Vice President, Fund for the Advancement of Education:

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5 - Statements -- "Continental Classroom"

The shortage of teachers and the quality of teaching are national problems to which the Fund for the Advancement of Education has directed the major portion of its resources. With guest lecturers, including six Nobel Prize winners, Professor Harvey White has demonstrated on "Continental Classroom" a timely truth -- that it is possible for a great teacher to reach and interest not only those who teach and wish to increase their competence, but also a wide public audience. What he has done for high-quality instruction in physics, Professor John Baxter now proposes to do for chemistry.

Next Fall's offering of both the new chemistry course and a repetition of Atomic Age Physics is a great adventure in learning. These courses will provide the nation with new opportunities to satisfy a resurging of interest in scientific education for self-improvement, and for its own sake. The National Broadcasting Company, with assistance from industry and foundations, is rendering a most worthwhile service to society by expanding "Continental Classroom."

Teaching teachers was Professor White's prime objective, and he drew them by the thousands. But who would have anticipated that hundreds of thousands of Americans would rise at the crack of dawn for an educational experience? Those who thirst for knowledge, for straight academic instruction, and for the joy of learning seem to be legion. "Continental Classroom" will continue to give them every encouragement to satisfy so great and wonderful a thirst."

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Dr. Wendell W. Wright, President, American Association of Colleges for Teacher Education, and Dean, School of Education and Vice President, Indiana University:

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The character of the work and the quality of teaching are important factors in which the Board has the responsibility of determining. The Board has the honor to announce that the American Medical Association has elected to the Board of Directors, Dr. J. H. ... The Board has the honor to announce that the American Medical Association has elected to the Board of Directors, Dr. J. H. ... The Board has the honor to announce that the American Medical Association has elected to the Board of Directors, Dr. J. H. ...

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Respectfully,
J. H. ...
President, American Medical Association

6 - Statements -- "Continental Classroom"

The new "Continental Classroom" course in chemistry represents an outstanding achievement, as did the course in physics offered last year. With a great scholar as a teacher and the entire country as a classroom, there will be an opportunity for thousands to enhance their knowledge of chemistry. The course will be especially helpful to classroom teachers in the secondary schools who wish to update themselves in the field of chemistry. The need in this area is great and the time is short. "Continental Classroom" is a wonderful illustration of the great educational progress that can be made when a national organization of educators, a foundation, industries and the National Broadcasting Company all work together.

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Dr. John C. Bailar Jr., President, American Chemical Society:

The American Chemical Society feels that the "Continental Classroom" course in chemistry will accomplish objectives which could not be achieved in any other way. We believe, for example, that the thousands of people who view the program will gain a new understanding of chemistry. They will discover, we hope, that chemistry is not "black magic," but a fascinating subject of vital importance in this technological era.

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Frederick R. Kappel, President, American Telephone and Telegraph
Company:

Through "Continental Classroom," a whole nation has the opportunity to take advantage of an educational facility designed to advance scientific knowledge. The Bell System is gratified with the results of the Atomic Physics course. We hope the new Modern Chemistry program will be equally well received.

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7 . Statements -- "Continental Classroom"

Both are welcome opportunities at a time when scientific knowledge is a vital force for our nation's security and prosperity. We are proud to be a part of this exciting adventure.

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Dr. Paul L. Salzberg, Director of Central Research Department and
Chairman of Committee on Educational Aid, E. I. du Pont de
Nemours & Company:

In our highly scientific age, the best possible teaching of science in the secondary schools is essential to the nation's cultural and technical progress. The du Pont Company is, therefore, glad to lend support to "Continental Classroom" in Modern Chemistry as part of its program of aid to education.

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C. G. Mortimer, President, General Foods Corporation:

Certainly, an idea which started as an experiment in education very quickly established itself as a new way of learning for thousands of students throughout the United States. We at General Foods are privileged to be among those who initially participated in sponsoring this program.

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T. J. Watson Jr., President, International Business Machines:

Those of us who have had the privilege of sharing in this educational innovation are well pleased. The many awards won by "Continental Classroom" are further reassurance of the value and need for joint business-educational undertakings.

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8 - Statements -- "Continental Classroom"

David G. Hill, President, The Pittsburgh Plate Glass Foundation:

The Pittsburgh Plate Glass Foundation is pleased to be affiliated with others contributing to the National Broadcasting Company's excellent project on behalf of America's future, "Continental Classroom." The progress of this fine experiment to date shows every indication that it will be most effective in helping to eliminate our national deficiency in science education.

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R. G. Follis, Chairman of the Board, Standard Oil Company of California:

The National Broadcasting Company is deserving of our warmest congratulations for its pioneer achievement in bringing "Continental Classroom" to the television screens of America. This television course in physics has aided thousands of Americans to a better understanding of science in our nuclear age and has made an unprecedented contribution to progress in science instruction. The sponsorship of this program by the Ford Foundation and business and industry is further gratifying evidence of the assumption of social and civic responsibility by American private enterprise. We of Standard Oil Company of California take pride in being a participant in this noteworthy venture.

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is G. H. Hall, President, The Petroleum and Allied Industries.

The American Petroleum Institute is pleased to be with you.

It is our pleasure to have the National Petroleum Council.

I project on behalf of America's future, "Continental Oil Company."

Program of this kind expansion to date from every industry.

It will be most effective in helping to eliminate our national

energy in science education.

G. H. Hall, Chairman of the Board, Standard Oil Company of New York.

The National Petroleum Council is desirous of the work.

Gratification for the oil and gas industry in helping "Continental"

action to the petroleum industry of America. This is the

use in which has aided thousands of Americans to a better

kind of action in our modern age and has made an important

contribution to progress in science education. The importance of

a program by the World Petroleum and Petroleum and Industry in

other countries within the framework of world and peace.

especially in America where it is being done. We at Standard Oil

are of course also glad to be a part of this work.

Very truly yours,

9 - Statements -- "Continental Classroom"

Roger M. Blough, Chairman of the Board of Directors, United States Steel:

American business and industry recognize that the guidance and inspiration of able teachers lies at the heart of excellence in education. As a co-contributor to "Continental Classroom," United States Steel is privileged today to join with many others in saluting this splendid achievement by the National Broadcasting Company's public affairs staff in marshalling resources of education, private enterprise, and the medium of television to achieve what has been accurately described as the largest academic mobilization the world has yet known.

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NBC-New York, 5/27/59

Mr. M. H. Hough, Chairman of the Board of Directors, United States

Steel

... American business and industry recognize that the production and
distribution of steel products lies at the heart of excellence in man-
ufacturing. As a contributor to "Legislative Director", United States
Steel is pleased today to join with many others in expressing our
solid appreciation by the National Broadcasting Company for the
role that is playing in providing resources of education, training, and
research, and the nation of television to continue with our support
of the large economic contribution the world has yet to see.

REC- 100, 100, 100, 100

NEARLY 300 COLLEGES AND UNIVERSITIES EXPECTED TO PARTICIPATE
IN 'CONTINENTAL CLASSROOM' IN 1959-60

Following is roster of institutions that will participate for first
time in 1959-60:

ALABAMA

Florence State College

ARKANSAS

Arkansas Tech, Russellville

CALIFORNIA

San Francisco State College, San Francisco

GEORGIA

Valdosta State College

IDAHO

Northwest Nazarene College
University of Idaho, Moscow

ILLINOIS

Greenville College, Greenville

INDIANA

Evansville College
Indiana State Teachers College

KENTUCKY

Transylvania College

MICHIGAN

University of Detroit
Alma College
Eastern Michigan College

MINNESOTA

Bemidji State College

(more)

2 - College and University List

MISSOURI

Drury College

MONTANA

Montana State College, Bozeman

NEBRASKA

Nebraska State Teachers College, Chadron

NEW MEXICO

New Mexico Western College, Silver City

NEW YORK

Marymount College, Tarrytown
Yeshiva University, New York City

OHIO

University of Dayton
Xavier University, Cincinnati

OREGON

South Oregon College, Ashland

WEST VIRGINIA

West Virginia Institute of Technology,
Montgomery
Concord College, West Virginia
Glenville State College, West Virginia

(more)

3 - College and University List

Following is roster of colleges and universities participating in "Continental Classroom" in 1958-59 and expected to participate in 1959-60.

ALABAMA

Jacksonville State College, Jacksonville
Spring Hill College, Mobile
Talladega College, Talladega
Tuskegee Institute, Tuskegee Institute
University of Alabama, University

ARIZONA

Arizona State College, Tempe

ARKANSAS

Arkansas Agricultural and Mechanical
College, College Heights
Arkansas State College, State College
Southern State College, Magnolia
Henderson State Teachers College
Arkadelphia
Little Rock University
University of Arkansas

CALIFORNIA

College of the Pacific, Stockton
Fresno State College, Fresno
Los Angeles State College
Mt. St. Mary's College, Los Angeles
Sacramento State College
San Diego State College
San Jose State College
University of California, Berkeley
University of Redlands, Redlands

COLORADO

Adams State College, Alamosa
Colorado State College, Greeley
University of Colorado, Boulder.

CONNECTICUT

Danbury State Teachers College
New Haven State Teachers College
Teachers College at New Britain
Willimantic State Teachers College

(more)

4 - College and University List

DISTRICT OF COLUMBIA

District of Columbia Teachers College
Howard University

FLORIDA

Bethune-Cookman College, Daytona Beach
Florida State University, Tallahassee
University of Florida, Gainesville
University of Miami

GEORGIA

Emory University, Emory University
Georgia Teachers College, Collegeboro
LaGrange College, LaGrange
University of Georgia, Athens

IDAHO

Idaho State College, Pocatello

ILLINOIS

Bradley University, Peoria
Chicago Teachers College
Eastern Illinois University, Charleston
Illinois State Normal University, Normal
Loyola University, Chicago
Millikin University, Decatur
Mundelein College, Chicago
Northern Illinois University, DeKalb
Olivet Nazarene College, Kankakee
Rockford Evening College, Rockford
Rosary College, River Forest
Quincy College, Quincy
Saint Xavier College, Chicago
Southern Illinois University, Carbondale
Western Illinois University, Macomb

INDIANA

Ball State Teachers College, Muncie
Goshen College, Goshen
Indiana University, Bloomington
Purdue University, Lafayette
St. Francis College, Ft. Wayne

(more)

5 - College and University List

IOWA

Clarke College, Dubuque
Iowa State Teachers College, Cedar Falls
Iowa State College, Ames
Marycrest College, Davenport
St. Ambrose College, Davenport
University of Iowa, Iowa City
Upper Iowa University, Fayette
Westmar College, LeMars

KANSAS

Bethany College, Lindsborg
Fort Hays Kansas State College, Hays
Kansas State Teachers College, Emporia
Kansas State Teachers College, Pittsburg
Marymount College, Salina
McPherson College, McPherson
Saint Benedict's College, Atchison
University of Wichita
Washburn University, Topeka

KENTUCKY

Eastern Kentucky State College, Richmond
Morehead State College, Morehead
Murray State College
Nazareth College, Louisville
University of Louisville
Western Kentucky State College
Bowling Green
University of Kentucky, Lexington

LOUISIANA

Grambling College, Grambling
Louisiana State University, Baton Rouge
Southern University, Baton Rouge
Loyola University, New Orleans
Xavier University of Louisiana, New Orleans

MAINE

Bates College, Lewiston
Bowdoin College, Brunswick
Colby College, Waterville
Farmington State Teachers College
Gorham State Teachers College
University of Maine, Orono
Washington State Teachers College, Machias

(more)

6 - College and University List

MARYLAND

College of Notre Dame of Maryland
Baltimore
University of Maryland, College Park
Western Maryland College, Westminster
St. Joseph College, Emmitsburg

MASSACHUSETTS

Boston University
College of Our Lady of the Elms,
Chicopee
Springfield College

MICHIGAN

Central Michigan College, Mt. Pleasant
Marygrove College, Detroit
Michigan State University, East Lansing
University of Michigan, Ann Arbor
Wayne State University, Detroit
Western Michigan University, Kalamazoo

MINNESOTA

Augsburg College, Minneapolis
Gustavus Adolphus College, St. Peter
Macalester College, St. Paul
Mankato State College
Moorhead State College
St. Cloud State College
University of Minnesota, Minneapolis
Winona State Teachers College

MISSISSIPPI

Delta State College, Cleveland
Jackson State College
Mississippi College, Clinton
University of Mississippi, University

MISSOURI

Central Missouri State College, Warrensburg
Culver Stockton College, Canton
Harris Teachers College, St. Louis
Missouri Valley College, Marshall
Northeast Missouri State Teachers College
Kirksville
Northwest Missouri State College, Marysville
Rockhurst College, Kansas City
Southwest Missouri State College, Springfield
Washington University, St. Louis
William Jewell College, Liberty

(more)

7 - College and University List

MONTANA

Eastern Montana College of Education,
Billings
Rocky Mountain College, Billings

NEBRASKA

Creighton University, Omaha
Midland College, Fremont
Nebraska State Teachers College, Peru
Nebraska State Teachers College, Wayne
Nebraska State Teachers College, Kearney

NEVADA

University of Nevada, Reno

NEW HAMPSHIRE

Plymouth Teachers College

NEW JERSEY

College of St. Elizabeth, Convent
Fairleigh Dickinson University, Rutherford
Montclair State College
Rutgers University, New Brunswick

NEW MEXICO

University of New Mexico
Eastern New Mexico University, Portales

NEW YORK

Canisius College, Buffalo
College for Teachers at Albany
Cornell University, Ithaca
Elmira College, Elmira
Manhattanville College of the Sacred Heart
Purchase
Nazareth College of Rochester
New York University
Notre Dame College of Staten Island
St. John's University, Jamaica
Syracuse University
Teachers College, Columbia University
Teachers College at Oneonta
Teachers College, Plattsburgh
The City College, New York City
University of Buffalo
University of Rochester

(more)

8 - College and University List

NORTH CAROLINA

Agricultural and Technical College,
Greensboro
Bennett College, Greensboro
Johnson C. Smith University, Charlotte
Woman's College of the University of
North Carolina, Greensboro
Queens College, Charlotte

NORTH DAKOTA

University of North Dakota, Grand Forks

OHIO

Bowling Green State University
Central State College, Wilberforce
College of St. Mary of the Springs,
Columbus
John Carroll University, Cleveland
Mary Manse College, Toledo
Notre Dame College, Cleveland
Ohio State University, Columbus
Ohio Wesleyan University, Delaware
Our Lady of Cincinnati College
University of Cincinnati
University of Toledo
Ursuline College for Women, Cleveland
Wittenberg College, Springfield
Youngstown University

OKLAHOMA

Central State College, Edmond
East Central State College, Ada
Oklahoma State University, Stillwater
Phillips University, Enid
University of Tulsa

OREGON

Cascade College, Portland
Lewis and Clark College, Portland
Oregon College of Education, Monmouth
Oregon State College, Corvallis
Portland Extension Center
Portland State College
University of Oregon, Eugene
University of Portland

(more)

9 - College and University List

PENNSYLVANIA

King's College, Wilkes Barre
Misericordia College, Dallas
Pennsylvania State University
LaSalle College, Philadelphia
St. Vincent College, Latrobe
State Teachers College, Bloomsburg
State Teachers College, Lock Haven
State Teachers College, Millersville
State Teachers College, Clarion
State Teachers College, Shippensburg
State Teachers College, West Chester
Temple University, Philadelphia
University of Pittsburg
University of Scranton
Ursinus College, Collegeville
Villanova University, Villanova

RHODE ISLAND

Rhode Island College of Education,
Providence

SOUTH CAROLINA

Furman University, Greenville

SOUTH DAKOTA

Augustana College, Sioux Falls

TENNESSEE

East Tennessee State College,
Johnson City
King College, Bristol
LeMoyne College, Memphis
Memphis State University
Middle Tennessee State College
Murfreesboro
University of Chattanooga
University of Tennessee, Knoxville

TEXAS

Abilene Christian College
Baylor University, Waco
Hardin Simmons University, Abilene
Howard Payne College, Brownwood
McMurray College, Abilene
Pan American College, Edinburg
Prairie View Agricultural and
Mechanical College, Prairie View
St. Mary's University, San Antonio
Stephen Austin State College, Nacogdoches
Southwest Texas State Teachers College
San Marcos

(more)

10 - College and University List

TEXAS (Cont'd)

Texas Technological College, Lubbock
Texas Southern University
Trinity University, San Antonio
University of Houston
Texas Christian University, Ft. Worth
University of Texas, Austin
West Texas State College, Canyon

UTAH

Brigham Young University, Provo

VIRGINIA

Hampton Institute
Longwood College, Farmville
Madison College, Harrisonburg
University of Virginia, Charlottesville
William and Mary College, Norfolk
 Williamsburg Richmond
Virginia State College, Petersburg

WASHINGTON

Central Washington College of Education,
 Ellensburg
College of Puget Sound, Tacoma
Eastern Washington College of Education,
 Cheney
Pacific Lutheran-College, Tacoma
Seattle Pacific College
Seattle University
University of Washington, Seattle
Western Washington College of Education,
 Bellingham
Whitman College, Walla Walla

WEST VIRGINIA

Fairmont State College
Marshall College, Huntington
West Liberty State College
West Virginia State College, Institute
Bluefield State College, Bluefield

WISCONSIN

Beloit College
Marquette University
Northland College, Ashland
Lawrence College
St. Norbert College, West DePere
Wisconsin State College, River Falls
Wisconsin State College, Superior

WYOMING

University of Wyoming, Laramie

CREDITS FOR 'SUMMER ON ICE' JUNE 1 ON NBC-TV NETWORK

"Summer on Ice," a full-hour ice skating extravaganza starring Tab Hunter, Rosemary Clooney, Tony Randall and the entire cast of the world-famed "Ice Capades of 1959" company -- including Ronnie Robertson, Cathy Machado, Aja Zanova, Freddie Trenkler and many other skating headliners -- will be telecast on the NBC-TV Network Monday, June 1 (10-11 p.m. EDT).

PRODUCER-DIRECTOR:	Alan Handley
MUSIC DIRECTOR:	Axel Stordahl
WRITTEN BY:	Milt Rosen
ASSOCIATE DIRECTOR:	Roy Montgomery
TECHNICAL DIRECTOR:	Don Laduke
LIGHTING:	Lon Stucky
AUDIO:	Lionel St. Peter
ART DIRECTOR:	Jay Krause
COSTUMES:	Grady Hunt
UNIT MANAGER:	John Hinsey
SPONSOR:	U. S. Brewers Foundation, Inc.
AGENCY:	J. Walter Thompson Company
ORIGINATION:	Pan Pacific Auditorium, Hollywood, Calif.
NBC PRESS REPRESENTATIVES:	Don Jones, Hollywood; Charlie Gregg, New York

* * *

CREDITS FOR 'ICE CAPADES OF 1959'

PRODUCER:	John H. Harris
CHOREOGRAPHY:	Ron Fletcher
PRODUCTION COORDINATORS:	Rosemarie Stewart, Robert Dench, Rita Palmer

MUSIC ARRANGEMENTS AND DIRECTOR:	Jerry Mayhall
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NBC-New York, 5/27/59

"Summer no less" a half-hour long evening series--

Carole Keating, The Keating, Rosemary Keating, Tony Keating

and the entire cast of the world-famous "Ice Capades of 1955"

company -- including former Rosebush, Daisy Meadows, Al

Keating, Freddie Keating and many other singing comedians --

will be featured on the CBS-TV Network Monday, June 1

(10-11 P.M. ET).

OWNER-DIRECTOR:

Alfred Keating

VICE DIRECTOR:

Paul Keating

EDITOR:

Mike Keating

ASSOCIATE DIRECTOR:

Ray Keating

GENERAL MANAGER:

Don Keating

ADVERTISING:

Don Keating

PRODUCTION:

Michael J. Keating

TELEVISION:

Ray Keating

STATION:

Don Keating

STATION:

Don Keating

OWNER:

J. E. Keating Foundation, Inc.

AGENCY:

J. Walter Thompson Company

PRODUCTION:

Don Keating, Michael Keating, Hollywood, Calif.

STATION:

Don Keating, Hollywood, Calif. (Don Keating, Inc.)

STATION:

Don Keating

UNITED STATES GOVERNMENT PRINTING OFFICE: 1964

STATION:

Don Keating

STATION:

Don Keating

STATION:

Don Keating, Hollywood, Calif. (Don Keating, Inc.)

Don Keating

STATION:



TRADE NEWS

2 COPIES X-H

May 28, 1959

A. S. R. PRODUCTS CORP. WILL SPONSOR NBC NEWS TV SPECIAL
ON ST. LAWRENCE SEAWAY IN PRIME EVENING TIME JUNE 26

NBC News will present a special one-hour program on the St. Lawrence Seaway in prime evening time on the NBC-TV Network Friday, June 26 (8-9 p.m. EDT). The program will be sponsored by A. S. R. Products Corporation through Kenyon & Eckhardt, Inc.

The news special is the first of seven being prepared by NBC News for telecast in peak viewing hours. William R. McAndrew, Vice President, NBC News, announced last week that the network would present an increasing number of prime-time full-hour specials in coming months, with at least one a month projected for the Summer and Fall schedules.

The St. Lawrence Seaway program will include video-taped coverage of the official opening of the Seaway by President Eisenhower and Queen Elizabeth aboard the Royal Yacht Britannia at St. Lambert Locks in Canada. It will show the route and functioning of the waterway with the use of charts, aerial views and a specially filmed voyage aboard a British freighter.

George Heinemann, executive producer of the program, said its aim is to look at the Seaway from the standpoint of the viewer and

(more)

2 - St. Lawrence Seaway

to assess it in terms of new jobs, new products and improved transportation. He added that NBC News teams are surveying the possible economic effects of the new waterway on all parts of the United States, including such Eastern seaports as New York and Baltimore and such Midwestern cities as Chicago and Detroit.

This program, which will preempt "Ellery Queen," will originate in Chicago. Commentary will be by NBC News correspondents Alex Dreier and Sander Vanocur. Frank Jordan is producer, James Kitchell is director and Jerry Jacobs and Robert White are writers. William Birch is cameraman.

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NBC--New York, 5/28/59



TRADE NEWS

May 28, 1959

PHILIP MORRIS (FOR ITS MARLBORO CIGARETTES) SIGNED AS ALTERNATE-WEEK SPONSOR OF 'TROUBLESHOOTERS'--STARRING KEENAN WYNN AND BOB MATHIAS-- ON THE NBC-TV NETWORK FRIDAY NIGHTS IN THE 1959-60 SEASON

The new NBC Television Network adventure-drama series, "Troubleshooters," will be sponsored in alternate weeks during the 1959-60 season by Philip Morris for its Marlboro cigarettes, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Built around the exciting, far-flung adventures of crack construction supervisors, the new series will star Keenan Wynn and the former Olympic decathlon star, Bob Mathias. The original concept and format of the series was devised by Wynn and Richard Steenberg. Steenberg and John Gibbs will be executive producers of the program.

A Meridian Production of United Artists, in association with the NBC Television Network, "Troubleshooters" will be telecast Fridays, 8-8:30 p.m. NYT.

The agency for Philip Morris is Leo Burnett Company, Inc.

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TRADE NEWS

May 28, 1959

'21 BEACON STREET,' CRIME DETECTION DRAMAS STARRING DENNIS MORGAN,
WILL START IN THE SUMMER TIME-SPOT OF 'THE FORD SHOW'
ON THE NBC TELEVISION NETWORK THURSDAY, JULY 2

PREMIERE

A new series of crime investigation dramas, "21 Beacon Street" starring Dennis Morgan, will start on the NBC-TV Network Thursday, July 2 (9:30-10 p.m. EDT, in black and white only). The 13-week filmed series will be sponsored by the Ford Division of the Ford Motor Company as a Summer replacement for "The Ford Show" starring Tennessee Ernie Ford. "The Ford Show" will return to the air Oct. 1.

Motion picture star Dennis Morgan will portray Dennis Chase, a private investigator who operates his own agency at 21 Beacon Street. No particular city is identified with the show. According to producer Al Simon the show "will deviate from the familiar private eye format. The viewer will watch the problem develop before it is brought to Chase for a solution. Then they can follow Chase as he and his staff plan and execute a solution to the case." The opening episode will be a script titled "The Rub Out" by Robert Dennis.

Herbert Browar is associate producer and Leonard Heideman is story editor. J. Walter Thompson Company is the agency for the Ford Division of the Ford Motor Company.

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NBC RADIO NETWORK NEWS

NBC'S MATTHEW J. CULLIGAN APPEALS TO RADIO BROADCASTERS TO STOP
INTERNECINE WARFARE "WHICH HAS HURT US ALL IN THE RECENT PAST"

- - -

Addresses Radio Program Seminar and Disc Jockey Convention in Florida

FOR RELEASE FRIDAY P.M., MAY 29

MIAMI BEACH, FLA., May 29 -- Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, appealed to radio broadcasters to "stop the internecine warfare which has hurt us all in the recent past."

Mr. Culligan debated network radio vs. independent radio with Gordon McLendon, President of McLendon Stations, at the second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention.

"The true opponents of independent radio are television, newspapers, car cards, billboards, magazines, matchbooks and other forms of visual advertising -- not network radio," Mr. Culligan said. "The true opponents of network radio are the same -- not spot or local radio.

"We have all been guilty of distorting this picture in the heat of our inter-radio competition.

"You can all take pride in the performance of the radio industry in the face of television's staggering growth. I freely admit

(more)

2 - Matthew J. Culligan

that independent radio stations did much to restore vitality and profit to radio during the dark days of the collapse of the radio networks.

"The networks have learned a great deal from the independent stations which developed new forms of programming, promotion and sales. Many of the best independent stations are now run by men who got their training with the networks and network affiliates."

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NBC-New York, 5/28/59

NBC TELEVISION NETWORK



NEWS

May 28, 1959

'TODAY' WILL SALUTE U. S. OIL INDUSTRY WITH CENTENNIAL
SERIES OF EIGHT PROGRAM SEGMENTS ON VARIOUS THURSDAYS

- - -

Features Include Start-to-Finish Story of New Well
Named 'Big Dave #1' in Honor of Star Garroway

A special series of eight feature program segments, dramatizing the American oil industry and emphasizing its contribution to the country's economy as the number one energy supplier, will be telecast on various Thursdays, beginning June 4 and ending Aug. 27, on the NBC-TV Network "Today" program. The segments will be presented between 7 and 8 a.m. EDT.

Highlighting this "Today' Oil Centennial Series," (commemorating the discovery of oil at Titusville, Pa., Aug. 27, 1859), will be a continuing filmed progress report of the actual geological search, engineering and drilling of an oil well near Enid, Okla.

The well, especially arranged by the American Petroleum Institute for "Today," is owned by Carl and Henry Gungoll of Enid, and has been named "Big Dave #1" in honor of the program and its star Dave Garroway.

Producer Robert Bendick, commenting on the series, said that other program elements will aim to show the magnitude of the

(more)

industry through a report on the International Petroleum Exposition at Tulsa, Okla., where the exhibits will have an evaluation of \$500,000,000.

He said: "The first two programs, June 4 and June 11, will be concerned with the city of Tulsa as "oil capital of the world," and as host city to the country's oilmen. Reporter Dick McCutchen will detail the activities and atmosphere of the Tulsa oil show itself, riding with our camera crew, in one sequence, 160 feet up over the exposition on what has been described as the world's largest crane."

On June 25, "Today" will introduce viewers to a family of independent oil producers -- the Gungoll brothers who will be the focal point of the remaining six features. They have been "wildcatters" since 1928 and presently hold about 100,000 acres of Northwestern Oklahoma land in lease at \$1 an acre a year.

Viewers will become acquainted with the philosophy of wild-cattling, the challenges, the long and "not-too-fruitful" searches for petroleum, and the actual drilling of a well with all the suspenseful waiting, week by week, for the well to produce (against almost overwhelming odds).

Following is the schedule of program segments:

Thursday, June 4 -- "Tulsa Prepares." The city gears itself for the International Petroleum Exposition, playing host to oil technicians, oil scientists, throngs of salesmen and company officials, and readying its 30 acres, six major exhibit buildings and 60 privately owned exhibits valued at \$500,000,000.

Thursday, June 11 -- "Tulsa Oil Show." This is a film survey of the phenomenal exposition, a tour of the grounds with a young "roughneck" (a term applied to an oil workman) sampling the language, and the many "faces" of the industry.
(more)

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3 - 'Today' Oil Series

Thursday, June 25 -- "The Wildcatters." Introducing the Gungoll brothers, "Today" begins the dramatic sequence of events that spells a great gamble -- the quest for oil in an overlooked area of Northwestern Oklahoma.

Thursday, July 2 -- "The Search." The problems and the prospects of striking oil, featuring Carl Gungoll's daughter Myrna a trained geologist, and her husband, Luther Ward, a petroleum engineer.

Thursday, July 16 -- "Getting Support." Once the exact location has been set, the elder Gungolls -- Carl and Herny -- visit the offices of a huge oil company, emphasizing the costs, arrangements for drilling, and other details.

Thursday, July 30 -- "Well-Drilling Begins." This is a report on the bulldozing, "rat-hole" digging and arrival of an "army" of riggers who will drill the well.

Thursday, Aug. 13 -- "Assembly of the Rig." The erection of the sub-structure, placing of the 131-foot mast and the suspense in waiting for the mile-and-a-half plunge into the earth.

Thursday, Aug. 27 -- Centennial Celebration at Titusville, Pa., with the entire program originating from this town where oil was discovered 100 years ago this date. Features include "Big Dave #1 Comes In?" -- asking the additional questions of "Will the well produce oil? and "Will it strike gas, or will it be a useless dry hole?" "Today" will present the history of the Titusville strike and report on the town's oil pioneers.

"Today" reporters Dick McCutchen and John Dunn will write the eight-part series.

("Today" is telecast on the NBC-TV Network, Monday through Friday, 7-9 a.m. EDT).

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NBC-New York, 5/28/59

HERBERT BAKER, NOTED TV AND MOVIE WRITER, WILL HEAD SCRIPT STAFF
FOR PERRY COMO'S WEDNESDAY NIGHT KRAFT SERIES STARTING IN FALL

Herbert Baker, award-winning TV writer and movie scenarist, will head the writing staff for Kraft's new Perry Como show when it debuts on the NBC-TV Network Wednesday, Sept. 30 (9-10 p.m. NYT).

Thirty-eight-year-old Baker won a 1958 Emmy Award for the NBC-TV special, "An Evening with Fred Astaire." He has written two Dean Martin specials, and "Some of Manie's Friends," the TV version of "Anything Goes," and "The Cole Porter All-Star Jubilee." He also wrote movie scripts for Danny Kaye, Bob Hope, Cary Grant, and Dean Martin and Jerry Lewis.

Manhattan-born Baker is the son of Belle Baker, singing star of vaudeville, and Maurice Baker, a songwriter. Both parents are deceased. From his dad, Baker inherited a talent for songwriting. He composed a song for Lena Horne entitled "I Love to Love."

Baker had planned to become an actor -- he majored in drama at Yale University -- but got sidetracked when he landed a job writing the script for a Broadway show of the early 1940s called "Helen Goes to Troy."

Baker, his wife, Camille, and their two children, Maurice, 16, and Nicole, three, live in Hollywood. The family will move to New York in the Summer.

The new Como show will be sponsored by the Kraft Foods Division of National Dairy Products Corporation.

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NBC-New York, 5/28/59

COLORCAST SERIES

NBC TELEVISION NETWORK



NEWS

May 28, 1959

CREDITS FOR 'CHEVY SHOW' COLORCASTS ON THE NBC-TV NETWORK

TITLE: "Chevy Show"

TIME: NBC-TV Network colorcasts, Sundays
9-10 p.m. EDT, starting June 7.

STARS: Janet Blair and John Raitt.

FORMAT: Musical-variety with guest stars.

GUEST STARS (FOR PREMIERE
COLORCAST OF JUNE 7): Dorothy Kirsten, Joe Bushkin, the Kim
Sisters, and Burr Tillstrom's Kukla
and Ollie.

PRODUCER-DIRECTOR: Bob Henry.

WRITERS: Ed Simmons, Milt Rosen.

SPECIAL MATERIAL: Jack Brooks

MUSICAL DIRECTOR: Harry Zimmerman

CHOREOGRAPHER: Jack Regas

ASSOCIATE PRODUCER: Gregg Peters

UNIT MANAGER: Don Van Atta

ART DIRECTOR: Spence Davies

COSTUMES: Campbel

ASSOCIATE DIRECTOR: Rick Oxford

(more)

2 - Credits for the "Chevy Show"

MAKEUP:	Paul Stanhope
TECHNICAL DIRECTOR:	Clair McCoy
LIGHTING:	Del Jack
AUDIO:	Bill Cole
SENIOR VIDEO:	Ray Olsen
SPONSOR:	Chevrolet
ORIGINATION:	NBC-TV Network's Color City studios, Burbank, Calif.
PRODUCTION BY:	Henry Jaffe Enterprises, in association with the NBC-TV Network
NBC PRESS CONTACTS:	Bob Bowen (Hollywood) Al Cammann (New York)

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NBC-New York, 5/28/59

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NBC-TV NETWORK COLORCAST SCHEDULE
For Week of June 7-13 (All Times EDT)

Sunday, June 7

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

7:30-8:30 p.m. -- "The Steve Allen Show" -- Ginger Rogers, Steve Lawrence and Ingemar Johansson are guests. (NOTE: This is the last program of the season.)

9-10 p.m. -- "The Chevy Show" -- Janet Blair and John Raitt star. Dorothy Kirsten, Joe Bushkin, The Kim Sisters and Burr Tillstrom's Kukla and Ollie are tonight's guests.

Monday through Friday, June 8-12

2:30-3 p.m. -- "Haggis Baggis" -- Dennis James is emcee.

4-4:30 p.m. -- "Truth or Consequences" -- Bob Barker is emcee.

Monday, June 8

10-10:30 p.m. -- "The Arthur Murray Party" -- Carol Channing, Tom Poston, Hal March, Helen Gallagher, Johnny Burke, Jane Harvey and Merv Griffin are guests.

Tuesday, June 9

8:30-9 p.m. -- "The Jimmie Rodgers Show" -- tonight's guests are The Goofers.

Wednesday, June 10

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Tonight's guest is Zsa Zsa Gabor.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, June 11

9:30-10 p.m. -- "The Ford Show" -- Rosemary Clooney is Tennessee Ernie Ford's guest tonight.

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is host.

Friday, June 12

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film is "The Assassin."

8-9 p.m. -- "Ellery Queen" -- Lee Philips stars in the title role. "The Paper Tiger," starring Doretta Morrow, Paul Hartman, Nancy Carroll and Alvin Epstein, is tonight's play, the first in a series of taped repeats.

Sunday, June 13

8-9 p.m. -- "Perry Presents Tony Bennett, Teresa Brewer and The Four Lads." (Premiere)

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NBC-New York, 5/29/59

LAWRENCE E. SPIVAK OF 'MEET THE PRESS'

HONORED BY WILBERFORCE UNIVERSITY

Lawrence E. Spivak, producer and permanent panel member of "Meet the Press" on the NBC Television and Radio Networks, has received an honorary Doctor of Laws degree from Wilberforce University in Ohio.

Wilberforce, founded in 1856, is the oldest Negro university in the United States.

COLLEGE TO HONOR PAULINE FREDERICK

FOR RELEASE SUNDAY A.M., MAY 31

NBC News' United Nations correspondent Pauline Frederick will receive an honorary Doctor of Laws degree from Mount Holyoke College. The degree will be presented Sunday, June 7 by Richard Glenn Gettell, president of Mount Holyoke, at commencement exercises at the college campus in South Hadley, Mass.

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NBC-New York, 5/29/59

